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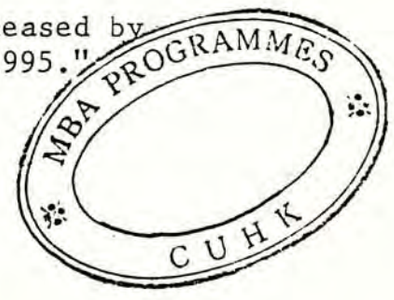

ATTITUDES OF FEMALES TOWARD DRINKING BEER

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ABSTRACT

This research is done as a preliminary study on the feasibility of capturing a new beer market segment --- the female market. The slackened growth condition in the beer market in recent years, coupled with an aging male population, heightens the need to seek ways to expand the whole market.

The objective of this research is to identify the importance of subjective norms and attitudes toward drinking beer (as prescribed by Fishbein's Behavioral Intentions Model), as well as salient attributes used by females in beverage choice evaluations.

It was found that subjective norm is the major factor determining beer consumption intentions of females. Attitude resumed its significance only when subjective norms toward the action are more neutral, and the subject has more product knowledge for making her own evaluations. Husband was found to be the only salient referent for married women, while other family members and friends were important referents for single women. This can be explained by the fact that Chinese people place heavy emphasis on familism and filial piety. As a result, a Chinese individual's behavior often cannot be considered to reflect his/her own preference, but rather the result of a consensus or compromise between himself/herself and his/her family members.

In order to change subjective norms, product modifications are necessary because beer drinkers, especially female drinkers, are generally viewed as alcoholics. Besides, it was found that "image", "after taste", "health", "sleepy" and "bitterness" are key attributes in affecting attitudes. Taking these into consideration, a beer specially designed for females --- Lady Beer --- is recommended. This new product is to contain only 0.5% alcohol because alcoholic drinks are not considered good for one's health. The lowering of alcoholic content also makes the new drink less bitter and removes the drinker's fear of getting drunk easily. In addition, it is to be in the form of dry beer, which leaves no bad after taste/bad breath after consumption.

Canned and bottled Lady Beer in smaller volumes, 250 ml, is recommended because of the lower consumption volume of females. A skimming price strategy is also to be used, in order to project a high quality image. Celebrities, such as Maggie Cheung (張曼玉), Michelle Reis (李嘉欣) and Olivia Cheng (鄭文雅) are to be used in TV advertisements. It is expected that the healthy image of these Miss Hong Kongs will invite positive attitudes from the females.

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CHAPTER I

INTRODUCTION

" Your Real Friend"

" Right Time, Right Place, Right Beer "

These are the advertising slogans used by the market leader in the Hong Kong brewery industry, San Miguel Brewery Limited, which has occupied this position for years.

The company was established in Hong Kong in 1936 under the name of Hong Kong Brewery and Distillery Limited. After changing its name on affiliation with San Miguel Corporation of Manila in 1948 and going public in 1963, it finally adopted the present name in 1969. Hong Kong people are well-familiar with the company, which has an almost 50-year history in the territory, and this is coupled with the effort of establishing an image of being a local brewer.

The company is currently occupying a share of around 70% in the total beer market in Hong Kong, with its basic product line, San Miguel beer, having 67% market share and Lowenbrau beer 1.4%. The obtaining of a licence to sell Kirin further tightens the grasp of the company on the local market. The recent moves of selling the Cheung Sha Wan depot to obtain capital for expansion, as well as

obtaining a $400 million loan from Shoulder's Asia, show the company's dedication to furthering its penetration into the Hong Kong market.

This research is conducted under the sponsorship of this market leader. It is done as a testing of the possibility of capturing a new beer market segment -- the female market -- in view of the sluggish growth in local beer sales. As behavioral intentions are, to a large extent, influenced by attitudes, a study on the attitudes of females toward drinking beer is necessary before making a " go/no-go " decision.

CHAPTER II

A REVIEW OF THE HONG KONG BREWERY INDUSTRY

Slackened growth in beer market

The Hong Kong beer market has shown only a very slight growth in recent years. The overall volume remains more or less static. From 1981 onwards, the annual growth has been less than 3%, except in 1986.[1]

TABLE 1

STATISTICS ON THE VOLUME OF BEER ON WHICH DUTY IS CHARGED

Year	Volume (in hectolitre)	% Change (compared with last year)
1978	917,922	
1979	1,056,371	+15
1980	1,194,878	+13
1981	1,225,113	+ 2.5
1982	1,255,314	+ 2.5
1983	1,229,565	- 2.1
1984	1,256,638	+ 2.2
1985	1,274,306	+ 1.4
1986	1,451,928	+13.9
1987	1,453,100	+ .08
1988	1,465,071	+ .8

Source: Census & Statistics Department

[1]According to industry sources, the increase in duty levied on other alcoholic drinks made beer a good substitute. This resulted in double digit growth in the beer industry in 1986.

This condition is expected to continue under the traditional narrow target market definition of beer - males and blue collar workers. Children, youth and the elderly seldom drink beer. Beer consumption volume of females has also been low.

With a downward trend in the growth rate of the male population in Hong Kong, which resulted from increasing attention given to planned parenthood/birth control, the beer market is under intense pressure.

TABLE 2

HK POPULATION BY SEX

	Male	Growth rate	Female	Growth rate
1981	2,681,900	-	2,451,900	-
1982	2,720,300	1.43%	2,501,300	2.01
1983	2,755,200	1.28	2,544,800	1.74
1984	2,794,400	1.42	2,584,500	1.56
1985	2,833,800	1.41	2,624,600	1.55
1986	2,873,200	1.39	2,665,100	1.54
1987	2,921,600	1.68	2,705,800	1.53
1988	2,951,400	1.02	2,746,000	1.49
1989	2,989,200	1.28	2,785,500	1.44
1990	3,025,600	1.22	2,823,900	1.38
1991	3,060,400	1.15	2,861,200	1.32
1992	3,093,700	1.09	2,896,700	1.24
1993	3,124,800	1.01	2,930,900	1.18
1994	3,154,200	.94	2,963,300	1.11
1995	3,181,000	.85	2,993,900	1.03
1996	3,206,200	.79	3,023,000	.97
1997	3,229,000	.71	3,050,000	.89
1998	3,249,700	.64	3,075,300	.83
1999	3,269,100	.60	3,099,200	.78
2000	3,286,400	.53	3,121,900	.73
2001	3,302,700	.50	3,143,300	.69

Source: Hong Kong Population -- A 20-year Projection

From 1982 onwards, the annual growth rate in male population has decreased from 1.43% to 1.39% in 1986. It is projected that the reduction will continue and end with only 0.5% annual growth in the year 2001.

The aging male population, as projected by the government, is another threat for the beer market, with the median age of the male population increasing from 29 in 1986 to 40 in 2006.[2] In addition, the age group of 20 -29 is projected to account for a smaller fraction of the total male population, as shown in the following table.

TABLE 3

AGE STRUCTURE OF MALE POPULATION
(Expressed as a percentage of total population)

Age group	1986(%)	1991(%)	1996(%)
20-29	39.6	32.3	26.2
30-39	32.2	38.7	40.8
40-49	18.5	24.1	32.7
50-54	9.2	9.2	9.3

Source: Hong Kong Population -- A 20-year Projection

Nevertheless, per capita beer consumption in Hong Kong is relatively low as compared with other countries, according to the most recent statistics published in the South China Morning Post.[3]

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[2]Hong Kong Population -- A 20-year Projection

[3]John Dykes, "The Battle of the Beer Barons", South China Morning Post, Mar.18, 1989.

TABLE 4

PER CAPITA BEER CONSUMPTION IN VARIOUS COUNTRIES

Country	Volume
Hong Kong	26 litres
East Germany	140 litres
West Germany	] The figures are close
Czechoslovakia	] to that of East Germany
Denmark	130 litres
Australia	115 litres
U.K.	110 litres
U.S.A.	90 litres

Price is certainly not a reason for Hong Kong's modest intake. In fact, all kinds of beer, including canned, bottled and draught, are sold at lower prices in the territory than in any other Asian country, except in the Philippines. Also, imported beers are usually cheaper in Hong Kong than in their countries of origin. This characteristic of the local beer market sustains despite the rise in duty on beer from $60 per hectolitre (i.e., 100 litres) in 1980 to the present level of $220. [4]

With no political, legal or cultural factors that would limit beer consumption in Hong Kong in view, it is believed that chances are available for further market expansion.

As the market leader, San Miguel should seek ways to expand the whole market instead of just taking shares from its competitors. One way is to increase the per capita beer consumption, which is currently quite low, as stated above.

[4] Ibid

Potential in Female Market

Beer Consumption Behavior of Females

According to the SRH Consumer Survey, beer has been the most popular kind of alcoholic drink for females. Nearly half of all females, aged 15 or above, have taken beer (in the past 12 months) since 1987. This significantly higher percentage of females taking beer, as compared to other alcoholic drinks, shows the preference of females for beer.

TABLE 5

TYPES OF ALCOHOLIC DRINKS TAKEN BY FEMALES

IN THE PAST 12 MONTHS

(Base: All aged 15 and above)

	1986	1987	1988	1989
Beer	34%	50%	40%	43%
Brandy	7	9	8	5
Western wine	4	9	6	6
Whisky	2	2	1	2
Chinese wine	3	7	5	3
Stout	1	2	2	2
Gin	4	5	6	2
Baby cham	1	3	2	2
Vodka	1	-	3	1
Rum	1	1	3	*

Source: SRH Consumer Survey Reports 1986-1989
* Negligible

Trial of beer among females has drastically increased from 6% in 1986 to 17% in 1989. Female trial of beer even exceeded that of male in 1989.

TABLE 6

TRIAL OF BEER FOR THE FIRST TIME IN THE PAST 6 MONTHS

(Base: All drunk beer/stout in the past 12 months)

	Total	Male	Female
1986	6%	6%	6%
1987	5	5	6
1988	8	9	6
1989	16	15	17

Source: SRH Consumer Survey Reports 1986-1989

The SRH Consumer Survey also showed that more and more females are trying beer. The percentage of females who have never drunk beer decreased from 63% in 1986 to 51% in 1989. Such a reduction has been made up by increases in the percentage of females who drink " once a week ", " once a month " and " once every three months".

TABLE 7

BEER DRINKING FREQUENCY OF FEMALES
(Base: All aged 15 and above)

	1986	1987	1988	1989
Everyday/almost everyday	3 %	2 %	2 %	2 %
2-3 times a week	3	5	3	3
Once a week	4	6	5	7
Once/2 weeks	3	3	4	4
Once a month	6	8	7	8
Once/2 months	-	.1	-	-
Once/3 months	11	13	11	14
Once/6 months	.7	2	-	-
Once a year	4	6	8	5
Less often	5	10	6	7
Never	63	45	54	51

Source: SRH Consumer Survey Report 1986-89

Increasing Female Population

According to projections made by the government, the annual growth rate of the female population is higher than that of males, despite its downward trend attributed to increasing attention given to birth control mentioned earlier (Table 2).

Summing up, the increasingly favorable beer consumption patterns among females, and higher annual growth rate of the female population as compared to that of males, reveal great potential in the untapped female market. Successful targeting of this market is thus a good way to boost the low per capita beer consumption in Hong Kong.

CHAPTER III

OBJECTIVES OF THE STUDY

Management Objectives

The main management objective is to increase per capita beer consumption by penetrating the female market. Since per capita beer consumption is determined by dividing total beer consumption in a year by the total population in that same year, success in capturing new markets will mean an increase in the per capita beer consumption.

In order to achieve this, information on factors affecting female beer consumption is extremely useful. Differences in demographic characteristics, attitudinal factors and beer consumption behavior within the female market will prove helpful for market segmentation and strategic planning purposes. The determination of attributes in an ideal beer can also shed light on the direction of future product developments in the beer market.

Research Objectives

Several research objectives are directly related to the management objectives previously stated :

1. To identify factors affecting consumption intentions for beer.
2. To distinguish between the following groups of people with respect to demographic characteristics and attitudes toward drinking beer, as well as beer consumption patterns :
   (a) People with high beer consumption intentions vs. those with low consumption intentions.
   (b) People with favorable attitudes toward drinking beer vs those with unfavorable attitudes.
   (c) Beer drinkers vs. non-drinkers.
   (d) People who have tried beer (triers) vs. non-triers.
3. To determine the market positioning of beer and ideal beer.
4. To identify attributes in ideal beer that can raise people's beer purchase intentions.

Operational Definitions

1. High consumption intentions vs. low consumption intentions

   In this research, self-reported consumption intention for beer is measured on a 100-point scale, with zero indicating absolutely no intention to drink beer and 100 indicating absolute certainty to consume. The average

intention score of all respondents is used as the cutoff.

Intention score ≥ Average intention score: High intention

Intention score < Average intention score: Low intention

2. Favorable vs. Unfavorable attitude

The overall average of the mean attitude score of all respondents is used as the cutoff point.

Mean score ≥ Overall average: Favorable attitude

Mean score < Overall average: Unfavorable attitude

3. Beer drinkers vs Non-drinkers

Beer drinkers are those subjects who consume at least one can of beer each week. This cutoff line is chosen with reference to the definition of light beer drinkers, as used in the SRH Consumer Survey:

Light: 1 to 7 cans per week

Medium: 8 to 20 cans per week

Heavy: 21 cans or above per week

4. Triers vs Non-triers

To be considered as trier, the respondent must have drunk at least half a glass of beer before.

CHAPTER IV

THEORY OF ATTITUDE --- A LITERATURE REVIEW

Definition of Attitude

The term "attitude" is originally derived from the Latin words for posture or physical position. The general notion was that a body's physical attitude suggested the type of activity or action in which a person would engage.[5]

The definition of attitudes, as proposed by Gordon Allport in 1953, is as follows.

> *Attitudes are learnt predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way.*[6]

With this definition, it is clear that attitudes are mental positions that can be inferred through research measures. The fact that attitudes are learned shows the possibility of attitude change, despite their relatively enduring nature. Attitudes, as predispositions to respond, indicate their predictive power for actual behavior as they

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[5]William L. Wilkie, Consumer Behavior, John Wiley & Sons, 1986, p.450.

[6]Ibid

initiate consumer reactions. As "leaders" of behavior, attitudes help marketers predict future purchase behavior of consumers. No wonder it is said that "of all the concepts in consumer behavior, many experts believe that attitudes are the most significant".[7]

In fact, the strong attitude-behavior relationship is well-documented in a famous marketing report. In that report, Alvin Achenbaum stated that his ad agency had found strong relationships between consumer attitudes and brand purchase behavior in numerous studies of specific brands. He also discovered that consumers with positive changes in their attitudes toward a brand were more likely to purchase that brand in the future.

Because of this strong relation between attitude and behavior, a study on attitudes of females toward drinking beer is necessary before a " go/no-go " decision can be made with respect to the introduction of a new beer directed toward females.

Tri-component View of Attitude vs. Attitude as Affect

At the outset, attitude was a unidimensional concept, referring to the affect for or against some psychological object. The definition of attitude proposed by Allport belonged to this category.

As time passed, attitude grew into a complex, multidimensional concept, consisting of three components: cognitive, affective and conative.

The cognitive component refers to the person's beliefs, opinions or knowledge about the attitude object. According to Fishbein and Ajzen (1975), there are three

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[7]Ibid

kinds of beliefs: descriptive, inferential and informational. Descriptive beliefs are derived from direct experience with the product.[8] Informational beliefs are those influenced by outside sources of information such as advertising, friends, relatives and so on.[9] Inferential belief is formed by making inferences (correct or incorrect) based on past experience as this experience relates to the current stimulus (Fishbein and Ajzen 1975).[10]

The affective component involves feelings, evaluations or emotions of the person toward the attitude object. It reflects the likes and dislikes of an individual.

The conative component refers to the person's actions or behavioral tendencies toward the attitude object.[11] It is typically represented by the consumer's purchase intentions.

The relationship of these three elements under this tri-component view of attitude is shown in the following diagram.

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[8]Gary M. Erickson, Johny K. Johansson & Paul Chao, "Image Variables in Multi-attribute Product Evaluations: Country-of-origin Effects", Jrnl of Consumer Research, Vol. 11, Sept. 1984, p.695.

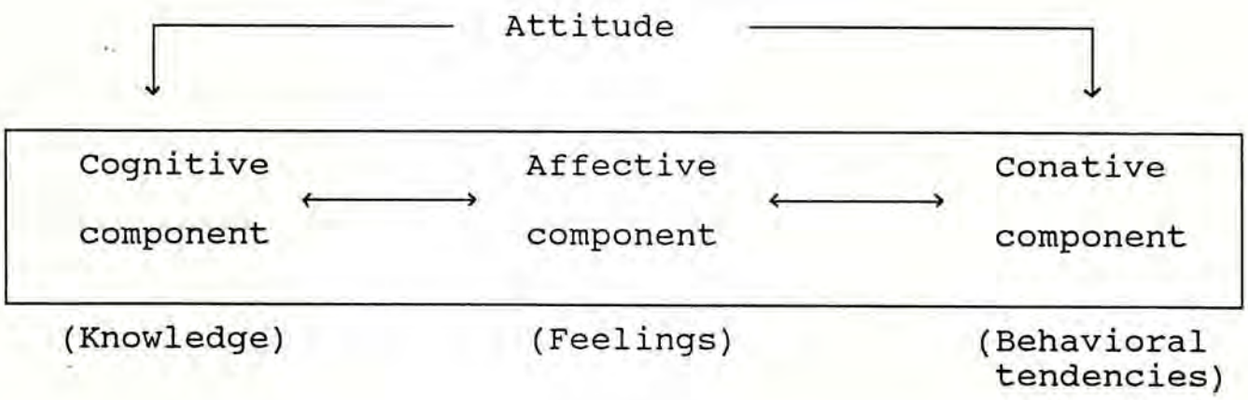
[9]Ibid

[10]Ibid

[11]James F. Engel, Roger D. Blackwell & Paul W. Miniard, Consumer Behavior, 5th edition, the Dryden Press International Edition, USA, 1986, p.116.

FIGURE 1

TRI-COMPONENT VIEW OF ATTITUDE[12]



During the last twenty years, however, consumer researchers have shifted their emphasis back from the tri-component view toward a more singular view of "attitude as affect".[13] This does not discount the importance of the other two components; the definition of attitude simply does not include them.[14]

This "attitude as affect" view was, in fact, well supported by Fishbein, whose theoretical approach was based upon clear separation of the affective component from the cognitive and conative elements. He has devised a conceptual system which regards affect as being synonymous with evaluation, and this alone is regarded as "attitude".[15] He suggested that "taking a unidimensional view of attitude does not

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[12]William L. Wilkie, Consumer Behavior, John Wiley & Sons, 1986, p.452.

[13]Ibid

[14]Ibid

[15]Peter Sampson & Paul Harris, "A User's Guide to Fishbein", Jrnl of the Market Research Society, Vol. 12, No.3, p.147.

imply that one should ignore cognition or conation. Rather, it implies that beliefs and behavioral intentions must be studied in their own right as independent phenomena that may be related to attitude and behavior".[16]

Fishbein Behavioral Intentions Model

The Fishbein model postulates that intention, as the immediate antecedent of behavior, is a function of an individual's attitude toward performing the behavior in a given situation (the attitudinal component), and the norms governing that behavior in that situation and his motivation to comply with those norms (the normative component)[17].

It can be expressed as[18]

$$B \approx BI = [A_{act}]w_0 + [(NB)(MC)]w_1 \qquad \text{(Equation 1)}$$

where B = Overt Behavior

BI = Behavioral intention

A_{act} = Attitude toward the behavior in a given situation

NB = Normative beliefs

MC = Motivation to comply with normative beliefs

W_0 & W_1 = Empirically determined weights representing the components' relative influence

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[16]Ibid

[17]Ibid

[18]Peter Sampson and Paul Harris, "A User's Guide to Fishbein", Jrnl of the Market Research Society, Vol. 12, No. 3, p.143.

The attitudinal or personal component of this model follows the multiattribute compensatory decision rules. Under the compensatory strategy, a perceived weakness of one attribute may be offset or compensated for by a perceived strength of another attribute.[19]

The measurement of this attitudinal element is based on the summated set of beliefs about the salient consequences of engaging in the behavior, weighted by the evaluation of these consequences.[20]

This can be expressed by the equation,[21]

$$A_{act} = \sum_{i=1}^{n} b_i e_i$$

where b_i = Belief that performing the behavior will lead to consequence i

e_i = Evaluation of consequence i

Fishbein and Raven devised a modified form of the seven-point bipolar adjective semantic differential scale of Osgood, Suci and Tannenbaum (1957).[22] A semantic differential probabilistic scale was used in measuring the subject's beliefs, and a semantic differential evaluative scale was used in measuring the subject's evaluation of the attitude object.

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[19]James F. Engel, Roger D. Blackwell & Paul W. Miniard, Consumer Behavior, 5th edition, the Dryden Press International Edition, USA, 1986, p.120-121.

[20]Ibid

[21]Ibid

[22]Peter Sampson and Paul Harris, "A User's Guide to Fishbein", Jrnl of Market Research Society, Vol. 12, No. 3, p.148.

The normative belief component of the model, on the other hand, has two elements: personal norm and social norm. Thus the expression given above can be rewritten as:[23]

$$B \approx BI = [A_{act}]w_0 + [(NB_p)(MC_p)]w_1 + [(NB_s)(MC_s)]w_2 \qquad \text{(Equation 2)}$$

where NB_p = Personal normative beliefs

MC_p = Motivation to comply with personal normative beliefs

NB_s = Social normative beliefs, i.e., perceived expectations of others

MC_s = Motivation to comply with social normative beliefs

In Fishbein's very latest work, concerned with the prediction of behavioral intentions in a choice situation (Ajzen and Fishbein 1969), MC_p has been dropped from the equation.[24] Experimentation had shown that an individual is usually motivated to do what he himself thinks he should do, and multiplying NB_p by MC_p failed to yield significant improvements of the correlation with BI.[25] The personal norm component has therefore been dropped from the equation. The normative belief element in Equation 1 only refers to the social normative belief. It reflects the person's perception of what a specific referent thinks the person should do with respect to a certain behavior. It is also measured on a seven-point bipolar adjective semantic differential scale.

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[23]Ibid

[24]Ibid

[25]Ibid

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CHAPTER V

EXPLORATORY RESEARCH

This research is divided into two stages. The first stage involves exploratory research which generates necessary information to aid in the construction of a standardized questionnaire to be used in the second stage of descriptive research.

Methodology

Due to the lack of research done on ascertaining the attitudes of females toward drinking beer, exploratory research is necessary for the researcher to gain an understanding of the topic concerned. Information collected from the focus group interviews was used for structuring the questionnaire used in the second stage of the research.

The focus group method, as a qualitative technique for initiating research investigations, is chosen. This methodology builds on two psychological principles: the assumption that individuals talk more freely about a product or problem in a group of perceived peers than by themselves, and the synergy of ideas, whereby one

consumer's thoughts are parlayed by others, results in a synthesis of insight.[26]

A total of five focus groups were carried out, with the intent of identifying salient attributes used by females in beverage choice evaluations. The discussions were conducted on December 27-29, with two afternoon sessions and three evening sessions.

The method of judgement sampling was used in the selection of focus group participants. Each participant was given an incentive for her cooperation (HK $100 and a small gift). Tea breaks were provided in the afternoon sessions, and dinners were served in the evening sessions.

Among the five groups, one was composed of female beer drinkers, while the other four were non-drinkers. The composition and number of respondents in each group were as follows:

Female non-drinkers

Group #1 : Aged 18 - 28, working females	8 participants
Group #2 : Aged 18 - 28, non-working females	8 participants
Group #3 : Aged 29 - 40, working females	10 participants
Group #4 : Aged 29 - 40, non-working females	12 participants

Female beer drinkers

Include drinkers of all beer brands	12 participants

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[26]Julie H. Yu, An Investigation of Client Needs -- Focus Group Discussion, Summary of Findings, Sept.2, 1988, p.4.

The focus group began with a brief introduction to broadly define the purpose of the discussion. The participants were then encouraged to give their comments and opinions on the topics discussed. Direct questioning was used as a means of uncovering determinant attributes in their beverage choices. This involved asking respondents to tell why they drink/do not drink beer. Privately answered questionnaires were administered at regular intervals during the verbal discussion to minimize biases resulting from the influence exerted by others on the participant, and to ensure that every group member's personal opinions were elicited. A copy of the focus group discussion guide is included in Appendix 1.

Results

Types of beverages usually taken

The focus groups commenced with the discussion of types of beverages usually taken by the participants. Raw water was the most popular one, with 40 mentions, followed by Chinese tea (26 mentions), soft drink (17 mentions) and tea/coffee (17 mentions). Fruit juice was also common with 15 mentions. Other types of beverages mentioned included:

Milk	9 mentions
Mineral/distilled water	9
Other alcoholic drinks	3
Beer	3
Pocari	2

Vitasoy	1
Hot chocolate	1

In general, the main reason for drinking raw water was its high availability. Nearly every home had boiled water. For families with children, raw water was considered superior to other beverages as it was costless and was good for health.

Chinese tea was the second most popular choice because it was also common in Chinese families and was more tasty than raw water. More importantly, it was noted that older aged people showed a higher preference for Chinese tea than did young people. This can be seen from the significantly higher number of mentions in focus groups three and four, with females aged 29-40 as participants, than that in focus groups one and two, with females aged 18-28 as participants (15 mentions vs. 8 mentions).

Soft drinks were popular due to good taste, i.e., sweet. They were also considered good for thirst-quenching. However, a few comments were made concerning the high carbonated content which bloated the stomach, thereby limiting consumption volume.

Tea/coffee was usually taken to give a stimulating effect.

It was also found that the participants would take different kinds of beverages for different occasions. Chinese tea seems to be popular both at home and while dining out. The following table only gives a summary of the findings; details may be found in Appendix 2.

TABLE 8

BEVERAGES USUALLY TAKEN FOR DIFFERENT OCCASIONS

Occasion	Choice	Reasons
Home	Raw water	Highly available
	Chinese tea	Tasty
		Habit
	Soft drink	Tasty
		Habit
	Milk	Taken at breakfast
Eat out	Chinese tea	Drink tea when eating dim-sum
	Soft drink	Habit
		Thirst-quenching because it is cold
	Tea/coffee	Taken during tea time
		Taken after meals in European restaurants
	Fruit juice	Good taste
	Beer	Gatherings/Chinese banquets
After sports	Distilled/mineral water	Thirst-quenching
	Pocari	Give energy
Happy hour	Other alcoholic drinks	in-group
		feels odd if drink Coke or water during happy hour
	Beer	

Beer was usually taken only when dining out or at barbecues for antipyretic purposes, i.e., to reduce body heat. However some participants showed a preference for Chinese herbal tea over beer.

For those non-drinkers aged 18-28 in groups one and two, beer was often bought by other family members for serving guests. They seldom drank beer even though it was readily available because other kinds of beverages tasted better. Those non-drinkers aged 29-40 in groups three and four were merely purchasers rather than consumers of beer. They just bought beer for their husbands or other family members.

Beer drinkers in group five, on the other hand, revealed that their beer consumption behavior had been under strong influence of their husbands or other family members. With the encouragement of these referents, they tended to consume more beer.

Details concerning the reasons for drinking and/or not drinking beer are discussed in the next section.

Beer Drinking Behavior

Group one to group four (non-beer drinkers)

It was found that only 10 out of 38 participants had never drunk half a glass of beer before. Among the remaining 28, only two have tried once and then never again.

However, the beer consumption frequency of these 26 participants was very low. On average, they drink less than once in a month. They are classified as non-drinkers because in this research, beer drinkers are defined as those who consume at least one can of beer each week. The responses "once in three months", "once in

six months" and even "once in a year" were not uncommon. It was also found that members in groups three and four, who are older, tended to consume beer less frequently than those in groups one and two.

In addition, their beer consumption volume each time was also low, usually less than a can, although some participants may consume more during barbecues or while having hotpot (around 1 to 1-1/2 cans).

In order to find out the determinant attributes in females' beverage choices, a questionnaire which asked about the reasons for their low beer consumption volume and frequency was distributed.

In summarizing the responses given (Appendix 2), it is apparent that taste and health concerns were the two major factors hindering female beer consumption intentions. The majority of the respondents found the bitter taste of beer unappealing, as compared to the sweet taste of soft drink and fruit juice (32 mentions). To nearly all participants, drinking beer was not enjoyable. As a result, beer, as a beverage, cannot perform the function of offering psychological relaxation.

The respondents also believed that consuming too much beer will be harmful to health, despite the fact that a little consumption will help in improving blood circulation (28 mentions). A few comments were even made regarding the damaging effects that beer had on sensitive skin.

The alcoholic content of beer, making the drinker feel drowsy and sleepy, was the third major barrier to the respondents' beer consumption decisions (16 mentions). The fear of getting drunk with a swollen face or misbehaving explained their low consumption volume, and such a fear was especially strong among the

older participants in groups three and four. In fact, this fear stems from the cultural norms that guide day-to-day behavior of Chinese people. The principles of "li", prescribed by Confucius as a means to achieve "jen"[27], state the proper ways to behave in various situations and toward various individuals who have interpersonal relationships with the doer of "li".

This fear of misbehaving, coupled with the worries of being considered an alcoholic, made the respondents associate drinking beer with a poor image (10 mentions). This was especially significant among those with children. They considered beer drinking to be damaging to their image as good mothers. The negative image effect of drinking beer also stemed from the masculine product connotations. The associated boyish image was a reason for females' low consumption volume.

The bad breath which results from the drinking of beer further discouraged the respondents from drinking beer (13 mentions) because it caused embarrassment. In addition, it again aroused the fear of being considered an alcoholic.

It was also found that beer was considered a high-calorie beverage and is thus fattening (12 mentions). The worry of having big bellies prevented the respondents from drinking more as females, in general, are more concerned about their body weight.

Although it seems favorable that quite a few respondents acknowledged that

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[27]Jen is "the central substance of man as a social and cultural being. It is the human constant, within which every human individual tends to maintain a satisfactory level of physical and interpersonal equilibrium, in the sense that every physical organism tends to maintain a uniform and beneficial physiological stability within and between its parts". (Hsu 1971)

beer can add to the happy mood at social gatherings, the lack of opportunities to attend such gatherings decreased their chances of drinking beer. This was especially the case for homemakers.

Other reasons reported by the participants for not drinking beer included: few friends drink beer (9* mentions[28]), swollen/red face (7 mentions), bloated (5 mentions), beer causes an unnecessary expense (3* mentions) and drinking beer was a bad habit (3 mentions). A complete listing of the responses of each group can be found in Appendix 2.

Group five (beer drinkers)

From the above discussion, it seems that the reasons for not drinking beer are related to product attributes or consequences of the behavior, i.e., drinking beer. The effect of subjective norms, although present, was not so strong. However, the situation was reversed in the case of beer drinkers.

Major reasons for drinking beer, as stated by the respondents, were related to the influence of their salient referents. Husbands played a significant role in their beer consumption decisions. Some respondents even revealed that they drank beer in order to comply with their husbands' desires. Personally, they disliked the taste of beer. This can be explained by the concept of familism, which is an essential

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[28]* These reasons were mentioned by the respondents during verbal discussions. They were not recorded on the questionnaires distributed.

concept characterizing Chinese culture. The importance of familism[29] can be seen in the five fundamental human relations included in Confucian teaching, three of which are related to family relations: parent and child, husband and wife, and brother and sister. As a result of this, family members, usually extended family members, have the most influence on an individual's behavior. An individual's behavior often cannot be regarded as reflecting his/her own preference or will. It may be a consensus or compromise between himself/herself and his/her family members. Dominance of parents' or spouse's wills over one's own is also common.

The fact that beer can add to the happy mood at social gatherings was another reason for their frequent beer consumption. Some even revealed that they considered drinking beer as a special kind of enjoyment.

Drinking beer for antipyretic purposes was another reason quoted by the respondents. In particular, they like to drink beer when having spicy dishes because it can add to the food's good taste.

Ideal Beer

Group one to group four (non-beer drinkers)

Although suggestions for product changes cover a wide range, they were closely related to the reasons for not drinking beer stated previously. Nearly all participants indicated that the taste of the ideal beer should be less bitter, but not

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[29]Yang Chung-fang, Ho Suk-ching and Yau Hon-ming, Hong Kong Marketing Management at the Cross Roads --- A Case Approach, Communication Press (HK) Ltd., 1989, p.317.

too sweet, in order to differentiate itself from soft drinks. A few comments were made concerning the addition of champagne taste to ideal beer.

Alcoholic content of the ideal beer should also be lowered or even removed so that the drinker can be free from the worries of getting drunk easily and misbehaving. This also eliminates the worry of having a swollen face which makes the drinker be considered an alcoholic.

Dry beer, which leaves no bad breath after consumption, was welcomed by most participants because it helps to avoid embarrassment when the drinker speaks to others.

The idea of having beer in smaller cans seems highly appealing to the participants. This is because the traditional volume of 355 ml was considered too much for them. In addition, smaller cans are cute. This improvement in the package design will induce product trial. Beer in paper packs was also recommended as it is more convenient.

More importantly, the idea of having a beer specially designed for females was widely accepted by nearly all respondents. Comments were also received regarding a new product name. With the incorporation of all the recommended changes, a new positioning for the product is absolutely necessary.

Other attributes of the ideal beer mentioned included: low calorie, a beer from Germany, cheaper, less carbonated content to make it less filling, and good for health. However, opinions on whether the ideal beer should have more or less foam were rather diverse.

Group five (beer drinkers)

The beer drinkers seemed to have high acceptance for the product attributes of beer currently available in the market. They would not welcome beer with no bitter taste as they considered it a unique characteristic of beer which cannot be found in other kinds of beverages. Alcoholic content was also strictly necessary for the product to be considered as beer.

The only recommendation that they gave was to modify the package. Beer in smaller cans or even in paper packs was recommended.

CHAPTER VI

RESEARCH DESIGN OF QUESTIONNAIRE SURVEY

Descriptive research was carried out to assess the attitudes of females toward drinking beer. A cross-sectional study, in the form of a sample survey, is used to test the following null hypotheses:

H1: Attitude toward drinking beer is not a determinant factor in affecting beer consumption intention.

H2: Subjective norm is not a determinant factor in affecting beer consumption intention.

H3: There are no differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between people with high vs. low beer consumption intentions.

H4: There are no differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between people with favorable vs. unfavorable attitudes toward drinking beer.

H5: There are no differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between beer drinkers vs. non-drinkers.

H6: There are no differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between beer triers vs. non-triers.

H7: There are no differences in attitude scores[30] between people with high vs. low beer consumption intentions.

H8: There are no differences in attitude scores between people with favorable vs. unfavorable attitudes toward drinking beer.

H9: There are no differences in attitude scores between beer drinkers vs. non-drinkers.

H10: There are no differences in attitude scores between beer trier vs. non-trier.

H11: There are no differences in beer consumption patterns between people with high vs. low beer consumption intentions.

H12: There are no differences in beer consumption patterns between people with favorable vs. unfavorable attitudes toward drinking beer.

H13: There are no differences in beer consumption patterns between beer drinkers vs. non-drinkers.

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[30]Seven attributes were used to measure a respondent's attitude toward drinking beer. These included "health", "sleepy", "after taste", "fattening", "image", "social occasions" and "bitterness". Summation of the scores of all seven attributes gives the attitude score of a respondent. In H7-H10, we will look at each of the seven attributes separately.

Note that the above hypotheses do not include one testing for the differences in beer consumption patterns between triers and non-triers. This is because in this research, non-triers are those respondents who have never taken half a glass of beer. It is thus very obvious that the beer consumption patterns of these two groups of people will differ.

Questionnaire Development

Based on information generated from the focus group interviews, a structured, undisguised questionnaire was drawn up for use in the second stage of the research. Telephone interviewing method was used.

The questionnaire was divided into three parts (Appendix 3). Its design was based on the Fishbein Behavioral Intentions Model, which is a compensatory multiattribute model. The brand evaluation process used by beer drinkers is believed to follow this model because it is seldom the case that a weakness in one attribute cannot be offset by a strength in another attribute[31], as suggested by the non-compensatory decision rules.

Part 1: Introduction

The questionnaire started off with a brief introduction of the interviewer, as well as statement of the purpose of the survey. Relevant information used in

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[31]James F. Engel, Roger D. Blackwell & Paul W. Miniard, Consumer Behavior, 5th edition, the Dryden Press International Edition, USA, 1986, p.120.

selecting a respondent within a household is then sought to identify the target respondent. A more detailed explanation of the method used in sample selection will be given in a later section.

Part 2: Main Questionnaire

Question #1-3: These questions aimed at eliciting information on the beer consumption behavior of the respondent, including her status as a beer trier/non-trier, weekly beer consumption (in cans) and the amount consumed each time.

Question #4: A five-point Likert scale was used in measuring the subject's attitude toward drinking beer. The respondent was to indicate her belief in the likelihood that drinking beer will result in the stated salient consequences, as well as her evaluations of the stated consequences. "Don't know" categories were included to eliminate response errors, resulting from force choices.

Seven statements were included in this part. These were the reasons mentioned by focus group participants for drinking/not drinking beer. Only the top seven items, with more than ten mentions, were included.

Negative statements were put among the positive ones to avoid the subjects getting used to choosing the same answer (i.e., halo effect). Also, five sets of questionnaires were used in which the order of the statements were rotated to minimize order biases.

Question #5: A 100-point scale was used to measure the respondent's beer consumption intention. A three-month time period is used as a frame of reference so that the subject can better assess her real consumption intention.

Question #6: This question aims at identifying the desired qualities of the ideal beer with regard to the seven items used in Question #4.

Question #7: This is to assess the subject's consumption intention for the ideal beer.

Question #8: Three salient referents, having the most influence on female beer consumption decisions, were identified in the focus group discussion. Here, the respondent was to indicate her perception of whether a specific referent thinks she should/should not drink beer as well as her degree of motivation to comply.

Part 3: Demographics

Demographic characteristics, including marital status, education level, occupation, birthplace, and age of the respondent were included in this section.

Sampling Design

Sampling frame

All females, aged 18-40, constituted the sampling frame of the questionnaire survey. Both beer drinkers and non-drinkers were included. The Hong Kong Telephone Directory was used for sample selection.

Sampling Method

Systematic and cluster sampling methods were used in selecting samples. These were chosen because they are relatively easy to implement. They are also superior to convenience sampling, which provides no assurance for the representativeness of the samples taken. On every eleventh page[32] of the Hong Kong Telephone Directory, the fifteenth telephone number listed on the first and third columns of the page were chosen. Plus-one dialling method was then used so that households not listed on the telephone directory will still have a chance of being included in the survey.

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[32]The Hong Kong Telephone Directory has three volumes: Hong Kong Island, Kowloon Penninsula and the New Territories & outlying islands, with a total of 2,241 pages. With an estimated sample size of around 400 (the original targeted sample size of 384 was upgraded to 400 for ease of calculation, and this move also serves to increase the confidence level, and precision of the research results), and two samples were chosen from each page, two hundred pages were needed. Thus, samples were taken from every eleventh page, that is, 2,241/200.

In selecting a respondent within a household, the interviewer asked for the number of females, aged 18-40, in that household and their relationship with the one on the telephone. Based on a random number generated beforehand (printed on the questionnaire), the interviewer then asked for the cooperation of the female family member chosen.

If the person refused to cooperate, the next telephone number listed in the directory was attempted. Plus-one dialling method was again used. The whole process continued until a successful attempt was made. Not-at-home cases were followed up with an appointment to call back once.

Quota sampling was also used to ensure representativeness of the sample. This is done by selecting sample elements in such a way that the proportion of the sample elements possessing a certain characteristic is approximately the same as the proportion of the elements with the characteristic in the population.[33]

The target proportion of female beer drinkers included in the research was to be 15%. This figure was chosen in accordance with the estimate made by the MIS Department of San Miguel Brewery Limited regarding the percentage of female beer drinkers in Hong Kong (10-20%).

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[33]Gilbert A. Churchill, Jr., Marketing Research --- Methodological Foundations, 4th edition, the Dryden Press International Edition, 1987, p.438

Sample Size

The sample proportion distribution was used in determining the targeted sample size, assuming p to be the proportion of subjects with favorable attitudes toward drinking beer.

For the most conservative case, p is set at 0.5

confidence level = 95%

Accuracy within $\pm$ 5%

i.e. $Zs_p = 5$

At confidence level of 95%, Z = 1.96

$$s_p = 5/1.96$$

$$= 2.55$$

And

$$s_p = \sqrt{p(1-p)/n}$$

$$2.55 = \sqrt{50(50)/n}$$

$$n = 384$$

With the target sample size of 384 and the estimated not-at-home rate and response rate being 50% and 10%, respectively, the total number of attempted telephone calls is:

= 384/ 0.1/.5

= 7,680

Timing

The survey was conducted during the period of Feb. 12-28 on Tuesdays, Wednesdays, Thursdays, Saturdays and Sundays. Both weekdays and weekends were included to ensure that samples taken were representative. Telephone calls were made between 8pm and 10pm.

Sixteen undergraduate students of the Chinese University of Hong Kong were recruited as telephone interviewers. Detailed briefings were given before the survey began in order to minimize interviewer bias and instrument variation.

CHAPTER VII

RESULTS OF THE QUESTIONNAIRE SURVEY

Before proceeding to discuss the findings in relation to research objectives stated previously, it is necessary to have a general feel for the accuracy of the research results, as well as results in relation to each question.

Accuracy of Research Results

Due to the limitation of time, a total of only 351 questionnaires were completed, with 52 (15%) being beer drinkers. Despite the fact that the number of questionnaires completed fall short of the targeted level, the accuracy of the survey results was only slightly affected. Using the sample proportion distribution, accuracy of the survey results can be determined as follows:

$$\text{Accuracy} = ZS_p$$

where Z is the standard normal variable

With confidence level set at 95%, Z = 1.96

$$\text{Accuracy} = 1.96S_p$$

And

$$S_p = \sqrt{p\,(1\text{-}p) / n}$$

where p is the proportion of subjects with favorable attitudes toward drinking beer. From the results of the survey, p is equal to 0.52.

Thus

$$S_p = \sqrt{52\,(48) / 351}$$

$$= 2.67$$

And

$$\text{Accuracy} = 1.96S_p$$

$$= 5.23\%$$

Thus, the accuracy of the research results lies within $\pm$ 5.2% at a confidence level of 95%, which only deviates slightly from the targeted level.

Demographic Characteristics

The research covered a balanced proportion of females aged 18 - 40, of which 61% were married. This is in line with the demographic patterns of the Hong Kong population, in which 56% of the females are married. The proportion of economically inactive females was also correctly sampled, with 42% being homemakers, students and unemployed. However, females with upper secondary education and above were oversampled while those born in China were undersampled. This can be explained by the fact that educated people are more

willing to be interviewed than uneducated people[34]. The larger exposure that Hong Kong people have to market research also explains why females born in China were undersampled. Appendix 4 gives details concerning the demographic characteristics of subjects included in the survey.

Beer Consumption Behavior

Of the 351 respondents, 236 have taken at least half a glass of beer before. However, their current weekly beer consumption is very low, only around 0.8 can. In fact, over 60% consume one can or less in a month. Responses of "one can in a year" and "one can in half a year" were not infrequent.

[34]Siu Man-kai, A Study of the Consumers' Beer Buying Behavior in Hong Kong, the Chinese University of Hong Kong, MBA Project, 1976.

TABLE 9

WEEKLY BEER CONSUMPTION OF THE TRIERS

Weekly Consumption(cans)	Frequency	%	Cum %
Less than A	21	9.3	9.3
A $\leqslant$ x < B	14	6.2	15.5
B $\leqslant$ x < C	35	15.6	31.1
C $\leqslant$ x < D	44	19.6	50.7
D $\leqslant$ x < E	43	19.1	69.8
E $\leqslant$ x < F	14	6.2	76.0
F $\leqslant$ x < G	2	.9	76.9
G $\leqslant$ x < H	31	13.8	90.7
H $\leqslant$ x < I	12	5.3	96.0
I $\leqslant$ x < J	6	2.7	98.7
J or above	3	1.3	100.0

A: 1 can in a year
B: 1 can in half a year
C: 1 can in 3 months
D: 1 can in a month
E: 2 cans in a month
F: 3 cans in a month
G: 1 can in a week
H: 2 cans in a week
I: 5 cans in a week
J: 10 cans in a week

Their consumption volume each time is also low. Over half of the respondents drink less than one can at a time.

TABLE 10

BEER CONSUMPTION EACH TIME

Consumption Volume(cans)	Frequency	%	Cum %
Less than 0.5	56	25.5	25.5
0.5 $\leqslant$ x < 1.0	61	27.7	53.2
1.0 $\leqslant$ x < 2.0	92	41.8	95.0
2.0 $\leqslant$ x < 4.0	9	4.1	99.1
4.0 or above	2	0.9	100.0

Attitude Component in Fishbein Behaviorial Intentions Model

This attitudinal component involves the measurement of beliefs and evaluations with respect to seven attributes, namely "health", "sleepy", "after taste", "fattening", "image", "social occasions" and "bitterness".

Five-point scales were used for measuring both the belief and evaluation elements, with five indicating the state of highest probability and highest evaluation. However, for items that were negatively phrased, "sleepy", "after taste", "fattening" and "bitterness", the scale for the belief element was reversed, with five indicating the lowest probability.

As a guide for analysis, a more favorable attitude is thus associated with a high average belief score. Besides, a high evaluation score indicates a higher desirability of the attribute.

TABLE 11

AVERAGE BELIEF & EVALUATION SCORES OF THE SEVEN ATTRIBUTES

Attributes	Belief Score	Evaluation Score
Health	2.31	4.46
Sleepy*	3.30	2.17
After taste*	2.29	1.66
Fattening*	3.24	1.69
Image	2.12	3.67
Social Occasions	3.19	3.52
Bitterness*	2.82	2.13

*Items marked with an asterisk are negative statements.

From the evaluation scores, it is obvious that "health" was the most desirable attribute, followed by "image" and "social occasions". On the other hand, "after taste" and "fattening" were the two most undesirable attributes.

However, the performance of beer on these attributes was not so good. The low mean probability value of "health" showed that the respondents thought it highly unprobable that drinking beer will be good for health. It is even more highly unprobable that drinking beer will be good for one's personal image. The probable score for "after taste" and "bitterness", which were less than the mid-value of the five-point scale, i.e., 3, will also lead to an unfavorable attitude toward beer. This is because low scores indicated high probabilities for beer to result in "after taste" and have "bitterness".

Intention to drink beer

The average intention to drink beer during the next three months was extremely low, only 18%. This poor situation is even more clearly shown by the fact that both median and mode are zero. In fact, 62% of the respondents indicated absolutely no intention to drink.

TABLE 12

INTENTION TO DRINK BEER

Behavior intentions (in %)	Frequency	Percentage
0	217	61.8
1 - 9	1	0.3
10 - 19	27	7.7
20 - 29	16	4.6
30 - 39	14	4.0
40 - 49	6	1.7
50 - 59	30	8.6
60 - 69	4	1.2
70 - 79	6	1.7
80 - 89	4	1.1
90 - 99	5	1.4
100	21	6.0

Ideal Beer

This section aims at identifying the desirability of the seven attributes with respect to the ideal beer. It was again measured on a five-point scale, with five indicating the highest degree of certainty that the ideal beer should have that attribute for the positive items, but lowest degree of uncertainty for the negative items.

TABLE 13

MEAN DESIRABILITY SCORES OF THE

SEVEN ATTRIBUTES OF THE IDEAL BEER

Attributes	Desirability Scores
Health	3.92
Sleepy*	4.10
After taste*	4.02
Fattening*	4.41
Image	3.61
Social Occasions	3.40
Bitterness*	3.83

*Items marked with an asterisk are negative statements.

Respondents showed highest desirability for the attributes "health" and "image" and lowest desirability for "fattening", "sleepy", "after taste" and "bitterness". They seemed to be more neutral on the attribute of "social occasions".

Intention to Drink Ideal Beer

The average intention to drink the ideal beer (30%) was apparently much higher than the original intention stated earlier, and only 38.5% showed absolutely no intention to drink this time.

TABLE 14

INTENTION TO DRINK IDEAL BEER

Behavioral Intentions (%)	Frequency	%
0	135	38.5
1 - 9	2	0.6
10 - 19	35	10.0
20 - 29	27	7.7
30 - 39	20	5.7
40 - 49	2	0.6
50 - 59	57	16.8
60 - 69	10	2.9
70 - 79	10	2.9
80 - 89	18	5.1
90 - 99	10	2.9
100	25	7.1

Subjective Norm in Fishbein Behavioral Intentions Model

This normative belief component consists of a person's perception of what a specific referent thinks he should do with respect to a certain behavior and his/her motivation to comply. A five-point scale was used in the measurement, with five indicating the highest degree of consent given by a referent and highest degree of motivation to comply.

TABLE 15

NORMATIVE BELIEF SCORE

Referent	Degree of consent	Motivation to comply
Husband	2.83	3.71
Other family members	2.72	3.46
Friends	2.84	3.22

From the above table, we can see that all three referents were quite neutral toward the act of drinking beer. But comparatively speaking, other family members showed a slightly higher degree of disconsent, followed by husband and friends. On the other hand, respondents showed the highest motivation to comply with the desire of their husbands, followed by other family members and friends.

Findings in relation to Research Objectives

The following section presents the research findings in relation to the four research objectives previously stated. A confidence level of 95% is used as a guideline to determine the statistical significance of the t-test and chi-square test results.

Objective One

The first research objective is to identify factors affecting consumption intentions for beer. According to the Fishbein Behavioral Intentions Model discussed

earlier, two factors are identified, i.e., attitude toward drinking beer and social influence, to have significant impact on behavioral intentions. These two factors are obviously related to two of our hypotheses stated in the section on the research design of the questionnaire survey.

Hypothesis 1

Ho: Attitude toward drinking beer is not a determinant factor in affecting beer consumption intention.

Ha: Attitude toward drinking beer is a determinant factor in affecting beer consumption intention.

Hypothesis 2

Ho: Subjective norm is not a determinant factor in affecting beer consumption intention.

H2: Subjective norm is a determinant factor in affecting beer consumption intention.

In order to test these two hypotheses, regression analysis was done, based on the formula prescribed by the Fishbein Behavioral Intentions Model. The dependent variable was the intention to drink beer in the next three months (IN1) while the independent variables were the attitudinal component and subjective norm component, labelled as INDEX1 and INDEX2, respectively. The resulting multiple regression line was

$$IN1 = \underset{(t=0.90)}{-0.07*INDEX1} + \underset{(t=0.00)}{2.07*INDEX2}$$

$$R^2 = 0.34$$

With 95% confidence level, INDEX1 was highly insignificant, showing that the attitudinal component had no significant effect on IN1. On the other hand, INDEX2 was highly significant, showing that subjective norm was a determinant factor in affecting intention to drink beer. A one unit increase in the subjective norm score will result in a two-fold increase in the intention to drink.

However, when INDEX1 and INDEX2 were separately put into linear regression lines with IN1 as the dependent variable, the results were different.

$$IN1 = 2.40 * INDEX1 \quad (t=0.00) \qquad R^2 = 0.29$$

$$IN2 = 2.03 * INDEX2 \quad (t=0.00) \qquad R^2 = 0.34$$

In these cases, both variables are significant in affecting IN1.

The above situation can be explained by the concept of familism discussed earlier in the section on focus group results. Because of the heavy emphasis on familism and filial piety, a Chinese individual's behavior often cannot be considered to reflect her own preferences, but rather as the result of a consensus or compromise of the wills of her family members. Dominance of her parents' or husband's preferences over her own is not uncommon. Thus, when only INDEX1 is put into the regression analysis, its effect on IN1 was significant. However, with the presence of subjective norm, its effect was minimized or even became insignificant .

Effects of INDEX1 and INDEX2 on Intentions to Drink for Beer and Non-beer Drinkers

This section aims at examining whether subjective norm is predominant regardless of whether the respondent has necessary product knowledge in formulating her own intention to drink beer.

The above regression analyses were repeated after separating the respondents into beer and non-beer drinkers.

For non-beer drinkers :

$$IN1 = 1.66 * INDEX1 \quad (t=0.00) \qquad R^2 = 0.26$$

$$IN2 = 1.39 * INDEX2 \quad (t=0.00) \qquad R^2 = 0.29$$

$$IN1 = 0.18 * INDEX1 \ (t=0.76) + 1.25 * INDEX2 \ (t=0.01) \qquad R^2=0.29$$

For beer drinkers :

$$IN1 = 7.65 * INDEX1 \quad (t=0.00) \qquad R^2 = 0.80$$

$$IN2 = 5.23 * INDEX2 \quad (t=0.00) \qquad R^2 = 0.79$$

$$IN1 = 4.43 * INDEX1 \ (t=0.02) + 2.31 * INDEX2 \ (t=0.07) \qquad R^2=0.81$$

From the results of the linear regressions, it is obvious that IN1 and IN2 were both significant factors in affecting IN1 separately, although their effects on the beer drinkers' consumption intentions were more profound, as shown by the larger beta values and R-square values.

However, different results were obtained from the multiple regression analyses. We can see that only INDEX2 was significant in affecting IN1 of the non-beer drinkers. However, for beer drinkers, only INDEX1 was significant at the 95% confidence level.

The fact that only attitude was a dominant factor for the beer drinkers is not contradictory to the concept of familism.

TABLE 16

MEAN SUBJECTIVE NORM SCORE

FOR BEER DRINKERS & NON-DRINKERS

	Normative Belief		Motivation to comply	
	Beer	Non-beer	Beer	Non-beer
Husband	3.40	2.91	3.97	3.77
Other Family members	3.12	2.82	3.62	3.50
Friends	3.35	2.79	3.50	3.21

From the table, the average normative belief scores of beer drinkers were all above three, which is the mid-point of the five-point scale. This showed that a high degree of consent was expressed by the referents. Thus, the respondents did not contradict the wishes of their referents by drinking beer. Besides, beer drinkers had more product knowledge. It was therefore reasonable to expect that attitude will be a more dominant factor than subjective norm. In fact, the average attitude score (INDEX1) of beer drinkers was significantly higher than that of non-drinkers.

TABLE 17

t-TEST RESULTS ON INDEX1

	Mean	t statistic (2-tail prob)
Non-beer drinker	7.69	
Beer drinker	8.52	0.02[a]

[a]Significant at the 0.05 level

At a confidence level of 95%, the average score of 8.52 of beer drinkers was significantly higher than that of non-drinkers, which was only 7.69.

On the other hand, non-drinkers had little product knowledge. Some of them have even never tried at least half a glass of beer. Their beliefs about the attributes of beer mainly came from outside sources such as advertisements or word-of-mouth. It was therefore expected that subjective norm would have a significant impact on their intentions to drink. Given that the scores of normative belief shown in Table 15 were low (less than three, which is the mid-point of the five-point scale) and their motivation to comply was high, their intention to drink must be low.

Note that these results are in direct contrast to those generated from the focus groups, which showed that attitude was the most important factor influencing non-beer drinkers while beer drinkers were more heavily affected by subjective norms. This can be attributed to the limitations of focus group discussions, in which the results are greatly influenced by the moderator and the specific direction provided in the meeting. The small sample size and biases incurred in sample selection also accounted for the lack of external validity in the results.

Identification of the most salient referent

Among the three referents, husband, other family members and friends, it is necessary to identify the one which has the most influence on the respondents so that appropriate change strategies can be designed accordingly.

Regression analysis was again applied and the results were as follows.

TABLE 18

RESULTS OF REGRESSION ANALYSIS FOR MARRIED WOMEN

Dep. Var.	Ind. Var.	Beta	Sig. t
Intention to drink	Husband	0.91	0.00[a]
Intention to drink	Family	0.53	0.15
Intention to drink	Friend	0.11	0.76

[a]Significant at 0.05 level

TABLE 19

RESULTS OF REGRESSION ANALYSIS FOR SINGLE WOMEN

Dep. Var.	Ind. Var.	Beta	Sig. t
Intention to drink	Family	1.13	0.01[a]
Intention to drink	Friend	0.92	0.02[a]

*Significant at 0.05 level

From the results, it can be seen that husband was the only salient referent for married women. Other family members and friends were both important referents for single women though the former one was more predominant. This again can be explained by the concept of familism in which extended family members have the most influence on an individual.

The reason why other family members ceased to be a salient referent for married women was that according to the Chinese, a married woman was considered as having left her home and joined the home of her husband after marriage. This seeming "separation" from her own family, at least physically, explains why family members cease to be salient referents.

Objective Two

The second research objective is to distinguish between the following groups of people with respect to demographic characteristics and attitudes toward drinking beer[35], as well as beer consumption patterns: people with high vs. low beer consumption intentions, people with favorable vs. unfavorable attitudes toward drinking beer, beer drinkers vs. non-drinkers, and triers vs. non-triers.

Hypotheses related to this objective are tested as follows:

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[35]Attitudes toward drinking beer refers to the summation of the scores of seven attributes, as mentioned earlier. However, we will look at the scores of these seven attributes separately in this section.

Hypothesis 3

Ho: There are no differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between people with high vs. low beer consumption intentions.

Ha: There are differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between people with high vs. low beer consumption intentions.

The chi-square test was used to test whether there was association between each demographic characteristic and intention to drink beer.

Marital Status

TABLE 20

CROSSTAB TABLE FOR MARITAL STATUS & INTENTION TO DRINK

		Marital Status	
		Married	Single
Intention to drink	Low	110 51.2%*	87 64.0%
	High	105 48.8%	49 36.0%

*column percentage.

Chi-square value: 5.04 (After Yates Correction)
Degree(s) of freedom: 1
Significance level: 0.02

At a confidence level of 95%, the null hypothesis of independence between marital status and intentions to drink should be rejected. A significantly higher percentage of married women showed high intention to drink beer, as compared to single women (48.8% vs. 36.0%). On the other hand, 64% of single females had low intention to drink.

Education level

From the results of the chi-square test shown in the following table, we can see that the null hypothesis can be rejected at a confidence level of 95%.

TABLE 21

CROSSTAB TABLE FOR EDUCATION & INTENTION TO DRINK

Intention to drink	No formal ed/ kinder.	Primary	Lower sec.	Upper sec.	Matric.	University/ college
Low	6 40%	32 46.4%	22 45.8%	89 62.2%	20 71.4%	27 57.4%
High	9 60%	37 53.6%	26 54.2%	54 37.8%	8 28.6%	20 42.6%

Chi-square value: 11.17
Degree(s) of freedom: 5
Significance level: 0.05

It is obvious that less educated people have higher intentions to drink beer. Over half of the females with lower secondary education or below have high intentions to drink beer.

Occupation

TABLE 22

CROSSTAB TABLE FOR OCCUPATION & INTENTION TO DRINK

		Blue collar	White collar	Homemakers	Economically Inactive	Others
Intention to drink	Low	26 45.6%	68 60.2%	60 54.5%	28 73.7%	15 45.5%
	High	31 54.5%	45 39.8%	50 45.5%	10 26.3%	18 54.5%

Chi-square value: 9.71
Degree(s) of freedom: 4
Significance level: 0.05

In this case, the null hypothesis should be rejected in favor of the alternative that people with different occupations will have different intentions to drink beer. From the research, it was found that only a higher percentage of "blue collar" and "others" showed high intentions to drink beer. On the other hand, a significantly lower percentage of "economically inactive" showed high intentions to drink beer.

Birthplace

At a confidence level of 95%, the null hypothesis, which stated that there is no difference in the birthplace between people with high vs. low beer consumption intentions, cannot be rejected.[36] In other words, birthplace had no association with intentions to drink beer.

Age

TABLE 23

CROSSTAB TABLE FOR AGE & INTENTION TO DRINK

		Age				
		18-22	23-26	27-30	31-35	36-40
Intention to drink	low	41 69.5%	48 57.1%	28 41.2%	44 63.8%	36 50.7%
	high	18 30.5%	36 42.9%	40 58.8%	25 36.2%	35 49.3%

Chi-square value: 12.97
Degree(s) of freedom: 4
Significance level: 0.01

Based on the chi-square test results, the null hypothesis of independence between the two variable should be rejected. In fact, a higher percentage of females aged 27-30 showed high intentions to drink beer.

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[36]Results of the chi-square test were as follows:
Chi-square value: 0.11 (After Yates' Correction)
Degree(s) of freedom: 1
Significance level: 0.73

Hypothesis 4

Ho: There are no differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between people with favorable vs. unfavorable attitudes toward drinking beer.

Ha: There are differences in the demographic characteristics, i.e., marital status, education level, occupation, birthplace, and age, between people with favorable vs. unfavorable attitudes toward drinking beer.

The chi-square test was again used for hypothesis testing. The results are summarized in the following table.

TABLE 24

CHI-SQUARE TEST RESULTS FOR TESTING HYPOTHESIS 4

Dimensions	Chi-square	D.F.	Significance Level
Marital status	0.92	1	0.34*
Education level	10.90	5	0.06
Occupation	6.71	5	0.15
Birthplace	3.83	2	0.15
Age	2.07	4	0.72

*After Yates Correction

None of the chi-square values listed above were significant at the 0.05 level. The null hypotheses of independence between each of the demographic characteristics and attitudes toward drinking beer cannot be rejected. It is thus concluded that demographic characteristics had no relationship with attitudes toward drinking beer.

Hypothesis 5

Ho: There are no differences in the demographic characteristics between beer drinkers vs. non-drinkers.

Ha: There are differences in the demographic characteristics between beer drinkers vs. non-drinkers.

Chi-square test was again used in testing the stated hypothesis.

TABLE 25

CHI-SQUARE TEST RESULTS FOR TESTING HYPOTHESIS 5

Dimensions	Chi-square	D.F.	Significant Level
Marital status	1.73	1	0.19*
Education level	21.27	4	0.00[a]
Occupation	12.07	4	0.02[a]
Birthplace	0.20	1	0.66*
Age	4.44	4	0.35

*After Yates Correction
[a]Significant at the 0.05 level

Only "education level" and "occupation" were significant at the 0.05 level, showing that there was interdependence between each of the two variables and status of the respondents as beer drinkers or non-drinkers. For other demographic characteristics, no relationship was found with the variable concerned.

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It was found that only a higher percentage of respondents with "no formal education/kindergarten" were beer drinkers. On the contrary, respondents with upper secondary education were mostly non-drinkers, as shown in the following table.

TABLE 26

CROSSTAB TABLE FOR EDUCATION LEVEL &

BEER DRINKERS & NON-DRINKERS

	Education level				
	No formal education/ kindergarten	Primary	Junior Secondary	Senior Secondary	College/ University
Non-beer	3 33.3%	35 74.5%	18 60.0%	95 89.2%	22 75.9%
Beer	6 66.7%	12 25.5%	12 40.0%	14 12.8%	7 24.1%

It was also found that white collar workers had a significantly larger percentage of non-drinkers than any other category.

TABLE 27

CROSSTAB TABLE FOR OCCUPATION &

BEER DRINKERS/NON-DRINKERS

	Blue collar	White collar	Homemakers	Economically Inactive	Others
Non-beer	27 73.0%	67 90.5%	42 62.7%	18 69.2%	19 23.1%
Beer	10 27.0%	7 9.5%	20 32.3%	8 30.8%	7 26.9%

Hypothesis 6

Ho: There are no differences in the demographic characteristics between beer triers vs. non-triers.

Ha: There are differences in the demographic characteristics between beer triers vs. non-triers.

TABLE 28

CHI-SQUARE TEST RESULTS FOR TESTING HYPOTHESIS 6

Dimensions	Chi-square	D.F.	Significant Level
Marital status	1.39	1	0.24*
Education level	4.57	5	0.47
Occupation	8.79	4	0.07
Birthplace	4.58	2	0.10
Age	4.71	4	0.32

*After Yates Correction

None of the chi-square values were significant at the 0.05 level. The null hypothesis therefore cannot be rejected. In other words, demographic characteristics had no relationship with the status of respondents.

Hypothesis 7

Ho: There are no differences in the scores of the seven attributes[37] between people with high vs. low beer consumption intentions.

Ha: There are differences in the scores of the seven attributes between people with high vs. low beer consumption intentions.

t-tests were used to determine whether the differences in the mean scores for each attribute for the two groups of people are statistically significant. The results are summarized in the following table.

[37]The summation of the scores of these seven attributes gives the score of a respondent's attitude toward drinking beer.

TABLE 29

t-TEST RESULTS FOR TESTING HYPOTHESIS 7

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
"Health"	1	162	9.88		
	2	139	10.76	-1.26	0.21
"Sleepy"	1	159	6.88		
	2	135	7.30	-0.65	0.52
"After taste"	1	178	3.70		
	2	149	4.34	-1.74	0.08
"Fattening"	1	142	5.36		
	2	123	5.46	-0.18	0.86
"Image"	1	176	7.66		
	2	140	8.30	-1.15	0.25
"Social Occasions"	1	185	10.86		
	2	139	12.34	-2.04	0.04[a]
"Bitterness"	1	167	5.16		
	2	141	7.54	-4.30	0.00[a]

* Group 1: low intention to drink beer
Group 2: high intention to drink beer

[a] Significant at the 0.05 level

Being significant at the 0.05 level, respondents with high beer consumption intentions have significantly higher scores for two attributes, "social occasions" and "bitterness", than those with low consumption intentions.

Hypothesis 8

Ho: There are no differences in the scores of the seven attributes between people with favorable vs. unfavorable attitudes toward drinking beer.

Ha: There are differences in the scores of the seven attributes between people with favorable vs. unfavorable attitudes toward drinking beer.

TABLE 30

t-TEST RESULTS FOR TESTING HYPOTHESIS 8

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
"Health"	1	155	7.57		
	2	146	13.16	-9.05	0.00[a]
"Sleepy"	1	154	5.47		
	2	140	8.84	-5.53	0.00[a]
"After taste"	1	168	3.03		
	2	159	5.01	-5.50	0.00[a]
"Fattening"	1	139	4.14		
	2	126	6.80	-4.61	0.00[a]
"Image"	1	159	6.11		
	2	157	9.80	-7.12	0.00[a]
"Social Occasions"	1	163	8.60		
	2	161	14.43	-9.16	0.00[a]
"Bitterness"	1	154	4.25		
	2	154	8.24	-7.89	0.00[a]

* Group 1: unfavorable attitudes toward drinking beer
Group 2: favorable attitudes toward drinking beer
[a] Significant at the 0.05 level

It was found that respondents with favorable attitudes have significantly higher scores in all seven attributes individually than those with unfavorable attitudes.

Hypothesis 9

Ho: There are no differences in the scores of the seven attributes between beer drinkers vs. non-drinkers.

Ha: There are differences in the scores of the seven attributes between beer drinkers vs. non-drinkers.

TABLE 31

t-TEST RESULTS FOR TESTING HYPOTHESIS 9

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
"Health"	1	150	10.80		
	2	48	10.98	-0.17	0.86
"Sleepy"	1	162	7.10		
	2	49	7.33	-0.23	0.82
"After taste"	1	168	4.10		
	2	48	5.50	-2.23	0.03[a]
"Fattening"	1	138	5.64		
	2	44	6.00	-0.42	0.68
"Image"	1	153	8.17		
	2	47	9.32	-1.28	0.20
"Social Occasions"	1	161	12.21		
	2	45	11.20	0.93	0.36
"Bitterness"	1	164	6.21		
	2	48	9.19	-3.35	0.01[a]

* Group 1: non-drinker
Group 2: beer drinker
[a] Significant at the 0.05 level

At a confidence level of 95%, it was found that only scores for "after taste" and "bitterness" showed significant differences between beer drinkers and non-drinkers, with the former group showing higher scores.

Hypothesis 10

Ho: There are no differences in the scores of the seven attributes between beer triers vs. non-triers.

Ha: There are differences in the scores of the seven attributes between beer triers vs. non-triers.

TABLE 32

t-TEST RESULTS FOR TESTING HYPOTHESIS 10

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
"Health"	1	93	8.90		
	2	208	10.90	2.85	0.01[a]
"Sleepy"	1	72	6.83		
	2	222	7.15	0.44	0.66
"After taste"	1	100	3.01		
	2	227	4.42	4.16	0.00[a]
"Fattening"	1	76	4.74		
	2	189	5.68	1.63	0.11
"Image"	1	106	7.19		
	2	210	8.32	1.97	0.05[a]
"Social Occasions"	1	108	10.75		
	2	216	11.87	1.55	0.12
"Bitterness"	1	85	4.73		
	2	223	6.83	3.62	0.00[a]

* Group 1: non-triers
Group 2: beer triers
[a] Significant at the 0.05 level

There were statistically significant differences in the scores for "health", "after taste", "image" and "bitterness" between beer triers and non-triers. The former group had higher scores on all four attributes than did the latter one.

Hypothesis 11

Ho: There are no differences in beer consumption patterns between people with high vs. low consumption intentions.

Ha: There are differences in beer consumption patterns between people with high vs. low consumption intentions.

TABLE 33

t-TEST RESULTS FOR TESTING HYPOTHESIS 11

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
Weekly	1	109	0.35		
Consumption	2	116	1.20	-3.06	0.03[a]
Consumption	1	106	0.71		
volume/time	2	114	0.87	-1.96	0.05[a]

* Group 1: respondents with low beer consumption intention
Group 2: respondents with high beer consumption intention

[a] Significant at the 0.05 level

It was found that the weekly consumption of respondents with high consumption intentions was higher than that of those with low intentions, and the

difference was statistically significant. In fact, the difference was large, with average weekly consumption of group two being 1.2 cans, while that of group one was only 0.3 can.

The consumption volume each time was also different between the two groups. Respondents with high consumption intentions tended to drink more.

Hypothesis 12

Ho: There are no differences in beer consumption patterns between people with favorable vs. unfavorable attitudes toward drinking beer.

Ha: There are difference in beer consumption patterns between people with favorable vs. unfavorable attitudes toward drinking beer.

TABLE 34

t-TEST RESULTS FOR TESTING HYPOTHESIS 12

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
Weekly	1	104	0.71		
Consumption	2	121	0.85	-0.49	0.63
Consumption	1	104	0.72		
volume/time	2	116	0.85	-1.60	0.11

* Group 1: respondents with unfavorable attitudes toward drinking beer
Group 2: respondents with favorable attitudes toward drinking beer

The t-statistics were not significant at a confidence level of 95%, indicating that the null hypothesis could not be rejected. There was no statistically significant

difference in the beer consumption volumes between the two groups. This was in line with the findings from the multiple regression analysis, which stated that the attitude component was not a significant factor affecting intentions to drink beer in the presence of negative subjective norms. As behavioral intentions are found to have a bearing on beer consumption, i.e., respondents with higher intentions will drink more, it is expected that attitudes should have no direct effect on weekly consumption.

Hypothesis 13

Ho: There are no differences in beer consumption patterns between beer drinkers vs. non-drinkers.

H_a: There are differences in beer consumption patterns between beer drinkers vs. non-drinkers.

TABLE 35

t-TEST RESULTS FOR TESTING HYPOTHESIS 13

Attribute	Gp*	No. of cases	Mean	t-value	2-tail probability
Weekly	1	173	0.15		
Consumption	2	52	2.89	-5.14	0.00[a]
Consumption	1	168	0.62		
volume/time	2	52	1.35	-5.99	0.00[a]

* Group 1: non-drinkers
Group 2: beer drinkers
[a] Significant at the 0.05 level

Based on the t-test results shown in the above table, it was found that the null hypothesis can be rejected in favor of the alternative that beer drinkers tend to drink more.

Objective Three

This objective is to determine the market positioning of beer currently available in the market and ideal beer. In order to generate two dimensions for positioning purposes, factor analysis was used to identify constructs underlying the seven attributes, namely "health", "sleepy", "after taste", "fattening", "image", "social occasions" and "bitterness".

The latent root criterion was used to determine the number of factors to be retained in the solution. Under this criterion, the amount of variation explained by each factor must be greater than one. The rationale is that the variation in each variable is one after the variable was standardized. Therefore, a factor can be considered useful for data summarization purposes only if it can account for the variation in at least one variable.

Results of the factor analysis are shown in the following tables.

TABLE 36

VARIABLE-FACTOR CORRELATIONS

Attribute	Factor 1	Factor 2	Factor 3
"Image"	0.73		
"After taste"	0.57		
"Health"	0.47		
"Sleepy"		0.84	
"Bitterness"		0.67	
"Fattening"			0.69
"Social occasions"			-0.59

TABLE 37

FACTOR EIGENVALUES

Factor	Eigenvalue	% of Var.	Cum. %
1	1.56	22.2	22.2
2	1.23	17.6	39.8
3	1.06	15.1	54.9

TABLE 38

VARIABLE COMMUNALITIES

Attribute	Communality
"Health"	0.31
"Sleepy"	0.76
"After taste"	0.57
"Fattening"	0.48
"Image"	0.53
"Social occasions"	0.57
"Bitterness"	0.61

From Table 36, we can see that the attributes "image", "after taste" and "health" loaded most heavily on factor one. Since "after taste" and "health" can affect the image of a person, factor one was labelled "IMAGE". The attributes "sleepy" and "bitterness" relate to the non-enjoyment of drinking beer. Thus, factor two was named "ENJOYMENT". Since "fattening" had a higher loading on factor three than did "social occasions", factor three was termed "FAT".

Among the three factors, factors one and two, having the highest eigenvalues, were chosen for positioning purposes. In order to determine the position of beer on each dimension, weights proportional to factor loadings of attributes under a factor were determined. The mean attribute score is determined next by multiplying the belief score by the evaluation score. Summation of the weighted attribute scores gave the coordinate position of beer on a certain dimension.

TABLE 39

WEIGHTED ATTRIBUTE SCORES OF ORDINARY BEER

	Factor loadings	W1	Average attribute score	Weighted score
"Image"	0.73	0.41[a]	7.94	3.26
"After taste"	0.57	0.33	3.99	1.32
"Health"	0.47	0.26	10.29	2.67
"Sleepy"	0.84	0.56[b]	7.07	3.96
"Bitterness"	0.67	0.44	6.25	2.75

[a]W1 of "image" = 0.73 / (0.73 + 0.57 + 0.47)
[b]W1 of "sleepy" = 0.84 / (0.84 + 0.67)

Position of beer on factor one

= Weighted score of "image", "after taste" and "health"

= 7.25

Position of beer on factor two

= Weighted score of "sleepy" and "bitterness"

= 6.71

Regarding the determination of the position of the ideal beer on the perceptual map, the calculations are as follows.

TABLE 40

WEIGHTED ATTRIBUTE SCORES OF IDEAL BEER

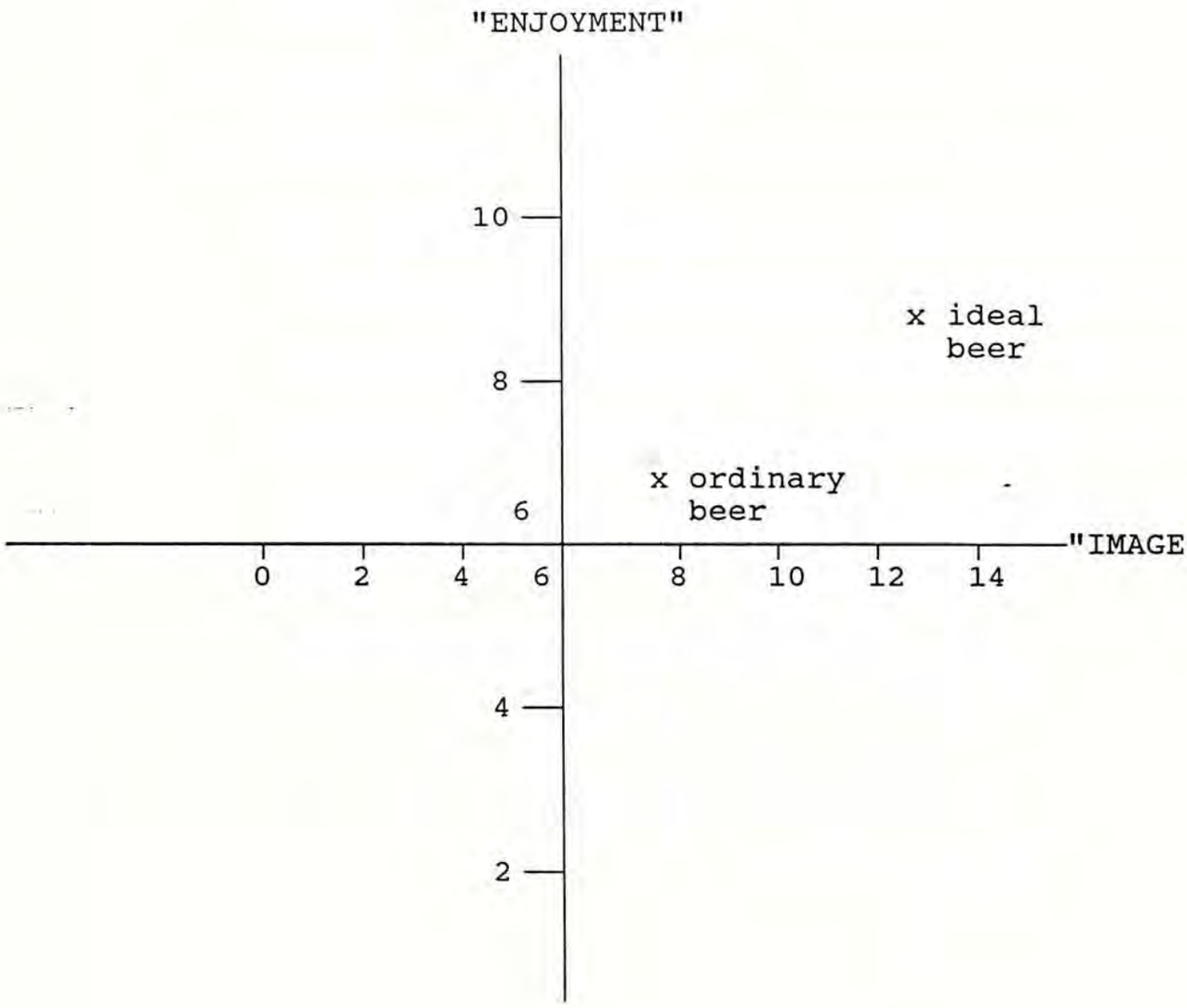
	W1	Average attribute score[a]	Weighted score
"Image"	0.41	14.61	5.99
"After taste"	0.33	6.68	2.20
"Health"	0.26	18.25	4.75
"Sleepy"	0.56	8.88	4.98
"Bitterness"	0.44	8.50	3.75

[a]This was determined by multiplying the desired score for each attribute in question six by the evaluation score of each attribute.

Using the same method explained above, the positions of ideal beer on factors one and two were 12.94 and 8.73, respectively. Perceptual mapping was used to visually display the positions of ordinary and ideal beer.

FIGURE 2

MARKET POSITIONING OF ORDINARY & IDEAL BEER



It can be seen that the position of ordinary beer is far from that of the ideal beer. Suitable change strategies are thus required in order to boost beer consumption of females.

Objective Four

The fourth objective is to identify attributes in ideal beer that can raise people's beer consumption intentions. Regression analysis was used, with the difference in intention to drink ordinary and ideal beers as the dependent variable. Independent variables, on the other hand, were the weighted differences in the attribute desirability scores for ideal beer and the belief scores of ordinary beer on the same attributes. Here, the weights referred to the evaluation scores of attributes.

For example, a respondent has 0% and 50% intentions to drink the ordinary and ideal beers, respectively. Further, she currently believes that it is very unlikely that drinking beer will be good for health (score 1) and she highly desires that the ideal beer should be good for health (score 5). She also regards the "health" attribute to be highly desirable, i.e., good, with a score of five. The dependent variable, in this case, is 50% while the weighted difference in belief score for this health attribute is 5 x (5-1) = 20.

Results of the regression analysis are presented below.

TABLE 41

RESULTS OF REGRESSION ANALYSIS
IN RELATION TO OBJECTIVE 4

Dependent var.	Independent var.	Beta	Significance level
Difference in intentions to drink ordinary and ideal beers	"Health"	0.29	0.21
	"Sleepy"	0.57	0.19
	"After taste"	0.38	0.50
	"Fattening"	0.72	0.20
	"Image"	0.82	0.00[a]
	"Social occasions"	0.07	0.83
	"Bitterness"	-0.49	0.31

[a]Significant at the 0.05 level

It was found that only "image" was important in changing the respondent's intentions to drink beer. This result supports the market positioning analysis, which showed that the ideal beer has a significantly higher score on the "IMAGE" dimension than does ordinary beer.

Summary of Results of Hypotheses Testing

As a summary of the results of hypotheses testing, the following table is provided for quick reference.

TABLE 42

SUMMARY OF RESULTS OF HYPOTHESIS TESTING

	Hypothesis	Intentions	Attitudes	Drinker	Trier
H_a:	Attitude toward drinking beer is a determinant factor in affecting consumption intention.	N.A.	N.A.	[a]	N.A.
H_a:	Subjective norm is a determinant factor in affecting consumption intention.	N.A.	N.A.	[b]	N.A.
Ha:	There are differences in demographic characteristics				
	Marital status	✓	X	X	X
	Education level	✓	X	✓	X
	Occupation	✓	X	✓	X
	Birthplace	X	X	X	X
	Age	✓	X	X	X
Ha:	There are differences in the scores of the seven attributes				
	"Health"	X	✓	X	✓
	"Sleepy"	X	✓	X	X
	"After taste"	X	✓	✓	✓
	"Fattening"	X	✓	X	X
	"Image"	X	✓	X	✓
	"Social occasions"	✓	✓	X	X
	"Bitterness"	✓	✓	✓	✓
Ha:	There are differences in beer consumption patterns				
	Weekly beer consumption	✓	X	✓	N.A.
	Consumption volume each time	✓	X	✓	N.A.

[a]Attitude toward drinking beer is a determinant factor in affecting consumption intention of beer drinkers only.
[b]Subjective norm is a determinant factor in affecting consumption intention of non-drinkers only.

CHAPTER VIII

LIMITATIONS OF THE STUDY

Limitations regarding the Focus Group Discussions

The main limitation in the focus group discussion was the lack of experience of the researcher as a moderator. As the discussions are greatly influenced by the moderator and the specific direction she provides, this may result in interviewer bias. However, a pretest was carried out to sharpen the skills of the moderator in order to minimize the amount of possible bias.

Sample selection bias was also high in choosing focus group participants because selection is limited to the friends of the researcher or friends of friends of the researcher.

Nevertheless, since the focus group results were only used to generate insights for constructing the questionnaire used in the second stage of the research, the effects of these biases on the projective conclusions of the survey are minimized.

The use of a direct questioning approach in finding out the reasons why females drink/do not drink beer rests on a questionable assumption, i.e., the respondents know and will willingly tell what the reasons are. However, it is common that consumers often do not understand their own reasons for purchasing/not

purchasing something. Even when they do, they may be unwilling to tell. Tendencies to give socially desirable responses result in high response bias.

In the same way, the use of a direct questioning approach in identifying characteristics of the "ideal beer" may also give fallacious results. This may be due to the fact that the respondents have difficulty in conceptualizing the "ideal" product, or they may be unwilling to admit to some of the attributes by which they are really influenced.

Limitations regarding the Questionnaire Survey

The use of telephone directories as sampling frames meant that non-coverage error was possible because not all telephone numbers were listed in the directory. Besides, subjects with no telephone lines had a zero probability of being included in the survey. This will affect the external validity of the research results. However, plus-one dialling method was used to minimize this non-coverage error.

Non-response bias seems to be inevitable in any survey. It raises the question of whether those who did respond are different from those who did not. In our research, the problem of "refusal" was large. As the survey was conducted on telephones, the respondent could hang up at any time. In order to minimize the chance of hanging up, the questionnaire was purposely kept short. The whole interview only lasted around eight minutes.

Limitations regarding the use of direct questioning mentioned earlier also apply here. The resulting response biases seriously undermine the external validity of the research results.

Interviewer biases are also possible because sixteen Chinese University undergraduate students were hired as telephone interviewer. The larger the number of interviewers, the higher the chance of having interviewer bias. Errors in asking questions, which are common, can lead to response bias. Interviewers may reword the questions to fit their perceptions of what the respondent is capable of understanding. They may also incorporate their own opinions of what constitutes an appropriate answer. In addition, errors in recording the answers and errors due to cheating are not infrequent.

However, the chance of cheating is minimized by random check. This was done by making a follow-up telephone call to the respondent, and asking her whether she had participated in a telephone interview a few days ago.

CHAPTER IX

CONCLUDING COMMENTS

Importance of Subjective Norms in Determining Female Beer Consumption Intentions

The most significant finding of this research was the importance of subjective norms in determining beer consumption intentions of females. As contrary to the Fishbein Behavioral Intentions Model, which prescribed attitude and subjective norm as the two most important factors affecting behavioral intentions, the role played by attitudes was found to be highly insignificant. This can be explained in the light of Chinese culture, which stresses that the role of women is at home. Coupled with the concept of familism, the effect of subjective norms on females should far exceed that on males. In the cases where salient referents expressed negative attitudes toward a certain action, it is expected that females will tend to conform, especially when the subject has little knowledge regarding that action. Therefore, the effect of subjective norms on females' beer consumption intentions was high among non-drinkers because they have little product knowledge about beer, and with the average subjective norm scores less than three, which is the mid-point of the five-point scale) as shown in Table 16, the disconsent of these referents is clearly shown.

On the other hand, attitude resumed its significance when subjective norms toward the action are more neutral and the subject has more product knowledge for making her own evaluations. This can be seen from the case of beer drinkers in our survey. The attitudinal component is the only dominant factor in affecting their beer consumption intentions.

From these findings, it is thus obvious that changing the subjective norm, making it more neutral or more favorable, is the first step necessary for increasing beer consumption intentions of females. As subjects with higher consumption intentions tend to drink more beer, the change in subjective norm will be crucial to the success of penetrating the female market.

It was found in the research that husbands were the only salient referent for married women, while other family members and friends were important referents for single women. With the identification of the right target customers, marketers should direct their efforts to changing the normative belief of relevant referents toward drinking beer.

Change Strategies to Increase Beer Consumption Intentions

It was found from the focus group discussions that the referents associated drinking beer with the image of being an alcoholic. This association is especially strong when a woman drinks beer. In addition, it was reported that the referents usually complain about the bad breath resulting from beer consumption.

To deal with this problem, product modifications are necessary in order to secure neutral or favorable normative beliefs from appropriate referents. It also

helps to improve the attitudes of females toward drinking beer, which should be taken as a second step after securing the neutral or favorable normative belief.

"IMAGE" and "ENJOYMENT" were the two most important dimensions identified in the factor analysis discussed earlier. It was also found that the position of beers currently available in the market are far from that of the ideal beer, especially on the "IMAGE" factor.

As "IMAGE" contained three attributes, "image", "after taste" and "health", efforts should be made to improve these three attributes. Another reason why it is necessary to improve these attributes is that beer triers showed significantly higher scores on these variables than the non-triers. This meant that those who have never tried beer have a more negative attitude toward beer in relation to these dimensions. It is thus necessary to devote more attention to changing these "inaccurate" perceptions in order to induce trial.

As for the "ENJOYMENT" factor, improvements will be made on the attributes "sleepy" and "bitterness". This also indicates the necessity of product modifications.

Based on the above concerns, the following change strategies are recommended, and they will be discussed in relation to the four marketing mix elements .

Target Market Selection

In identifying potential segments in the female market, a summary of the profiles of those with high beer consumption intentions found in the research is shown below.

TABLE 43

PROFILE OF BEER DRINKERS &

THOSE WITH HIGH CONSUMPTION INTENTIONS

	High intentions	Beer drinkers
Age	27-30	N.A.
Marital status	Married	N.A.
Education level	Lower secondary & below	No formal education/ kindergarten
Occupation	Blue collar	N.A.
Weekly beer consumption	High	High
Consumption volume/time	N.A.	High

It is recommended that marketers should target at subjects with high consumption intentions, since high intentions are associated with higher weekly beer consumption. Following this logic, females aged 27-30 and married women are two ideal target groups.

From the above table, it is obvious that there is another uncaptured market. Females with lower secondary and primary education have high intentions to drink beer. However, a larger proportion of them are still non-drinkers. More effort is thus needed to change these potential subjects into beer drinkers.

Besides, efforts to increase the consumption volume of existing beer drinkers can also help to boost total consumption volume. Therefore, females with no formal education/kindergarten should also be targeted in order to increase the per capita consumption of beer.

Product

With increasing health concerns among Hong Kong people, beer with high alcoholic content is not recommended. A review of the market positioning of beer brands currently available in Hong Kong shows that there is an obvious niche in the segment of beer with low alcoholic content (Appendix 5). Besides, one reason for females' resistance of beer, as revealed in focus group discussions, is the bad after taste and bad breath which results after drinking. It is thus recommended that this new beer should contain only 0.5% alcohol, therefore reducing or eliminating the aforementioned negative effects following consumption. The lowering of alcoholic content also reduces the effect of making the drinker sleepy, as well as making the drink less bitter. These are, in fact, attributes of the ideal beer, as reported in the focus groups.

In other words, the new product will be a dry beer, which leaves no bad after taste/breath after consumption, with 0.5% alcohol. This negligible amount of alcohol is retained after taking consideration of the fact that beer drinkers in focus group five do not regard beer with no alcoholic content as beer, which then will weaken their consumption intentions.

With the recommended product modifications, it is necessary to differentiate this new product from the other beers. This is because consumer attitudes display structure in that consumers tend to hold similar attitudes toward products which are of the same class. In addition, it helps to overcome the general perception among females that beer is a masculine product.

One way to achieve this distinction is to have a special brand name. This recommendation is made, based on information generated from the focus group discussions, in which the idea of having a beer specially designed for females was widely accepted by nearly all respondents. Besides, comments were received regarding a new product name.

The name "LADY BEER" is recommended, indicating that it is a beer specially for women. Its Chinese name (妳的啤) will mean "Your Beer", but the word "your" is used exclusively for females in Chinese. By this, positive attitudes toward the brand are expected, since it serves the value-expressive function of attitude.

Under this function, attitudes serve to give positive expression to an individual's central values and to the type of person he/she conceives himself/herself to be. The reward to the person in these instances is the establishment of self-identity, conforming his/her notion of the sort of person he/she sees himself/herself to be.[38] Thus, this value-expressive function provides a useful linkage between the nature of the inner self and the external world. This also explains why consumers tend to like brands and stores that have images close to their actual or ideal self concept.

Applying this functional approach of attitude to this context, drinking Lady Beer will give the female drinkers self-identity as a woman. As a result, positive attitudes toward the product are expected.

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[38]Danile Katz, "The Functional Approach to the Study of Attitudes", Public Opinion Quarterly, 1960, 24, p.164.

Note that the word beer is retained in the name. This is to make the product retain association with other beers, i.e., it is a beverage for social occasions. Positive attitudes toward the brand are expected, as it serves the adjustment function of attitude.[39] It "rewards" the drinker as she will be seen as a member of the "in-group", i.e., satisfying the social need prescribed by Maslow's Hierarchy of Needs. On the other hand, it is distinct from other beers. Drinkers are free from the worry of getting drunk or having bad after taste/ breath, which affects one's self image --- being seen as an alcoholic.

Packaging

In order to differentiate itself from other brands, the packaging of Lady Beer should be different from those of other beers so that the structural characteristics of attitude mentioned earlier will not be affected. Taking into consideration the fact that the consumption volume of females is generally lower than that of males, 250 ml canned and bottled beers are recommended. The lower than average volume of Lady Beer is tailor-made to suit consumer needs. Note that this change in packaging is made in response to the demands of the existing beer drinkers in focus group five. The idea of having beer in smaller cans also seems highly appealing to the participants in groups one to four.

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[39]Under the adjustment function of attitude, positive attitudes are usually associated with objects which are means to actual need satisfaction, or they may be affective associations based upon experiences in attaining motive satisfactions.

No draught beer is introduced because it accounts for less than 15% of total beer sales in Hong Kong.[40] Besides, home is the main location for beer consumption, although its importance is decreasing, as shown by results of the SRH Consumer Survey. But as a new entrant to the market, it is better to concentrate on the heavy half.

TABLE 44

LOCATION FOR BEER CONSUMPTION

IN THE PAST MONTH

	1984	1985	1986	1987	1988	1989
Home	76%	71%	78%	74%	69%	61%
Restaurant	12	15	11	12	16	18
Bar/Pub	5	6	7	8	7	12

Source: SRH Consumer Survey 1984-89

As consumers tend to have favorable attitudes toward products that reflect their actual or ideal self concept, Lady Beer should project a high image via its packaging. Bottled beer is usually consumed in restaurants/bars/lounges, as revealed by the SRH Consumer Survey. In addition, consumer involvement in purchasing a product among Chinese people depends a great deal on whether it is to be used for private or social occasions[41]. The high involvement involved in drinking beer on

[40]Source: San Miguel Brewery Limited

[41]Yang Chung-fang, Ho Suk-ching and Yau Hon-ming, Hong Kong Marketing Management at the Cross Roads --- A Case Approach, Communication Press (HK) Limited, 1989, p.317.

social occasions makes the reinforcement of self image particularly important. Thus, a high class package will reinforce positive value-expressive attitudes. Foil-wrapping around the bottle neck, making it look similar to a champagne bottle, will help to attain such a goal. The color scheme of red and gold is suitable as both colors signify happiness to Chinese people and is thus more appealing.

Association is made particularly to champagne because it was found from the focus group discussions that the respondents have specially positive attitudes toward champagne. They consider it a drink that can give them a classy image. With the removal of the alcoholic content and having the image of champagne, a lot of respondents showed high intentions to try the new product.

Pricing

A skimming price strategy will be used. This is because several studies have shown that consumers use price as an indicator of quality (Monroe 1973).[42] It is only when information on quality-related attributes is readily available that price will lose its significance. For instance, Syzbillo and Jacoby (1974)[43] showed that cues for physical differences and store image render price an insignificant indicator of product quality.[44]

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[42]Gary M. Erickson & Johny K. Johansson, "The Role of Price in Multi-attribute Product Evaluations", Jrnl of Consumer Research, Vol. 12, Sept. 1985, p.196.

[43]Ibid

[44]Ibid

In the case of beer, the determination of quality is usually highly subjective, especially for females who are not heavy consumers and thus have little knowledge in making an accurate judgement on product quality. Besides, other quality-related attributes are not readily available. The use of store image in judging quality of beer is not applicable because its usual distribution outlets are supermarkets and convenience stores, with not much difference from those of other beverages. The lack of other quality-related attributes renders price a good indicator of quality. With a positive relationship between price and quality, and quality and attitude, the pricing above competition strategy of Lady Beer should result in favorable consumer attitudes toward the product.

In addition, the premium pricing strategy is in line with its high class image as projected by its package design.

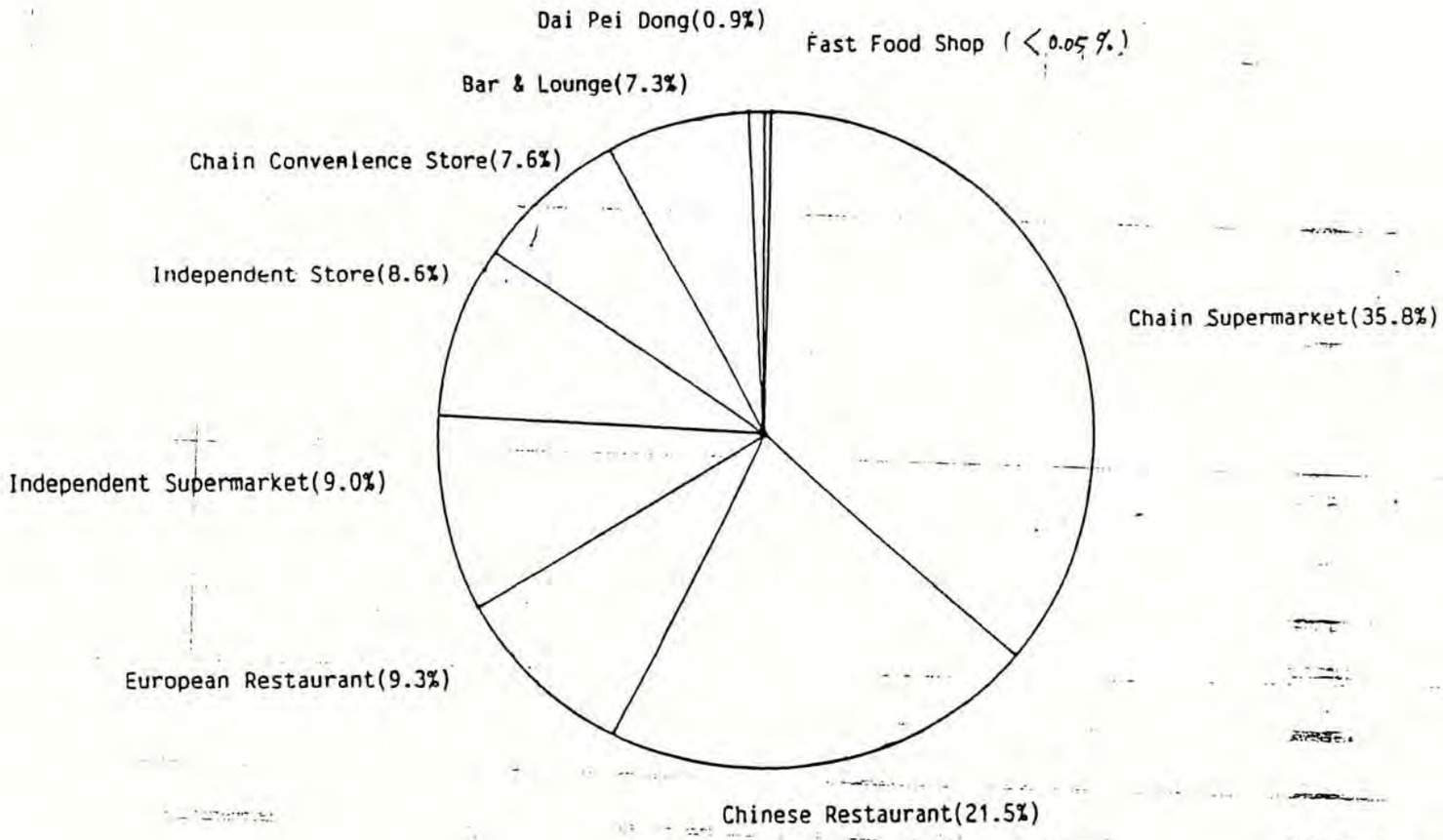
Distribution

Efforts made in product design and pricing of Lady Beer all aim at securing positive consumer attitudes toward the product. But to ensure that favorable attitudes will be translated into action, "opportunity to make a brand choice" is important.

Extensive distribution network for the product should be set up to avoid the situation that consumers buy another brand simply because the favored brand is not available. In determining the optimal outlets for Lady Beer, it is necessary to look at sales volume associated with different outlets.

FIGURE 3

BEER SALES VOLUME OF DIFFERENT OUTLETS (IN %)



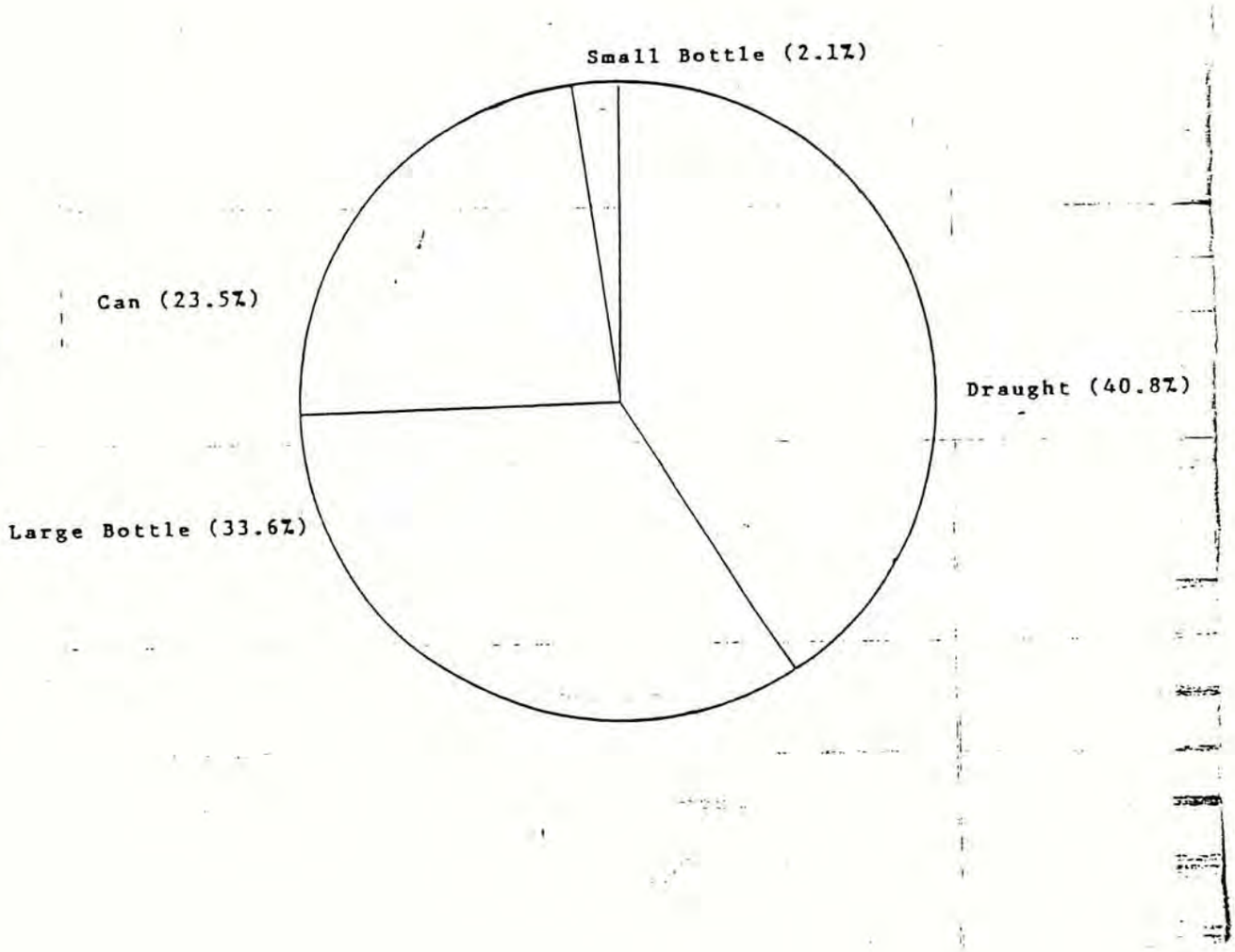
* Based on 7 brands studied

Source: San Miguel Brewery Limited

FIGURE 4

BEER SALES OF DIFFERENT PACK SPLITS

IN CHINESE RESTAURANTS (IN %)

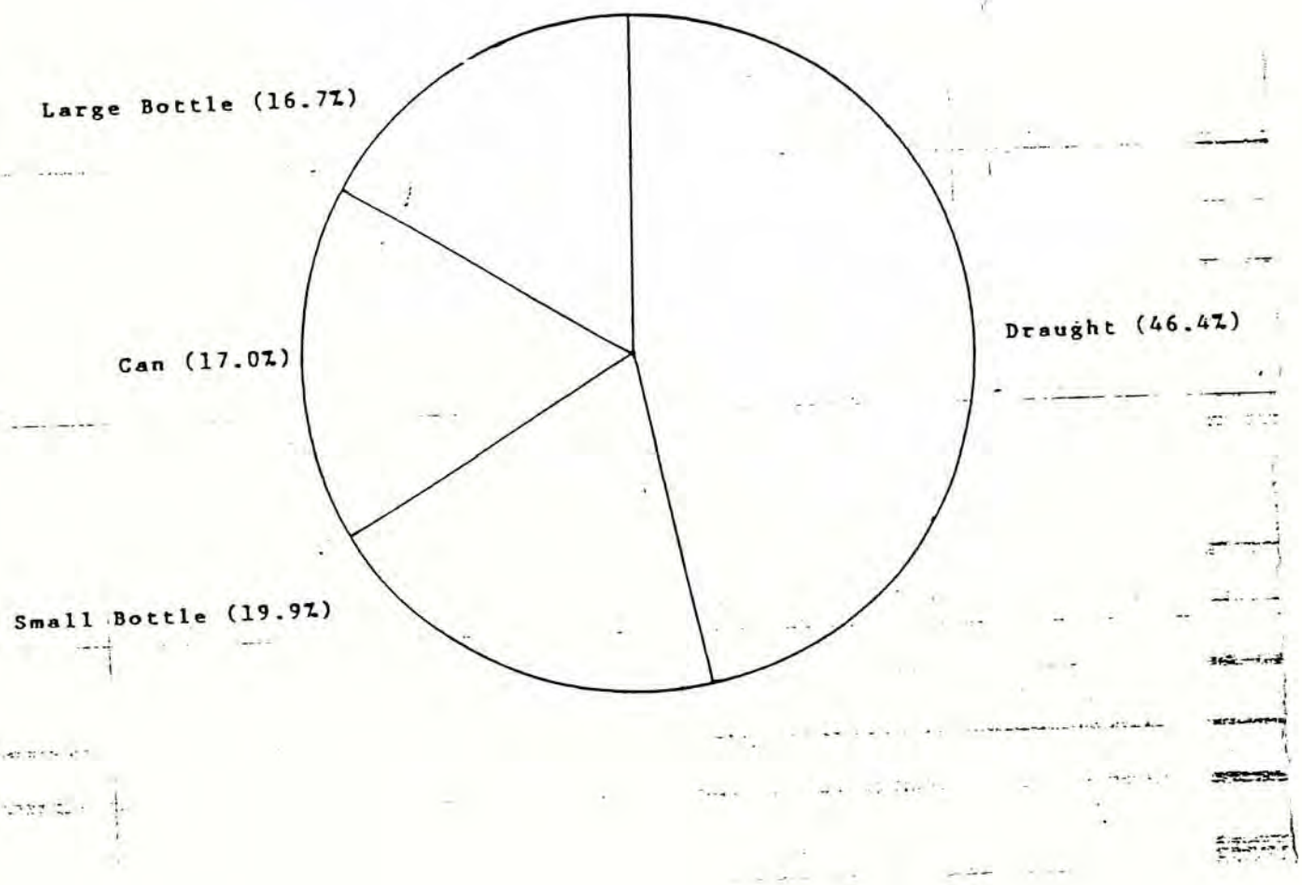


Source: San Miguel Brewery Limited

FIGURE 5

BEER SALES OF DIFFERENT PACK SPLITS

IN EUROPEAN RESTAURANTS (IN %)



Source: San Miguel Brewery Limited

Even though Chinese restaurants and European restaurants seem to have a large share of total beer sales (21.5% and 9.3%, respectively), draught beer sales account for 40.8% and 46.4% of beer sales in these two outlets. As Lady Beer has no draught beer, more effort should be placed on chain supermarkets, independent supermarkets, independent stores, and chain convenience stores.

In these outlets, bottled Lady Beer should be placed near champagne and wine. This is because consumers tend to group things based on proximity. As champagne and wine have better images than beer in general, the perceived image of Lady Beer will be enhanced by this shelf display location.

For canned Lady Beer, they can be placed at gondola ends so that they will not be placed on the shelf next to beer. It may also attract consumer attention as discounted items or new products.

Promotion

Promotion Theme

The main promotion theme of Lady Beer is to highlight the distinct product features of this product, enabling consumers to discriminate between this new product and the traditional beers. This is, as already mentioned, to prevent consumers from transferring the unfavorable attitudes toward traditional beer onto Lady Beer.

Promotion Strategies

An informative approach is to be used. This is chosen in accordance with the concept of advertising spiral.[45] The advertising spiral has three stages: pioneering stage, competitive stage and retentive stage. The pioneering stage is the advertising stage of a product in which the need for such a product is not yet recognised and must be established or in which the need has been established but the success of a commodity in filling those requirements has to be established.[46]

Lady Beer is a product in this stage because it is a new and improved version of the traditional beer. As target consumers have little product knowledge at this stage, advertisements should emphasize product utility, i.e., it contains only 0.5% alcohol and does not leave a bad after taste/bad breath. It is also less bitter than traditional beers.

Celebrities will be used in the advertisements. The rationale lies with the concept of cognitive consistency, which is a key concept underlying consumer attitudes.[47] Heider's Balanced Theory is used. Under this concept, there are eight triads, each consisting of three elements: a key person, another person and an object.[48] The entire triad represents the perception of the key individual and not necessarily objective reality. A triad can be balanced or unbalanced. Balanced triads

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[45]J. Thomas Russel, Glen Verill & W. Ronald Lane, Kleppner's Advertising Procedures, 10th edition, Prentice Hall, p.48.

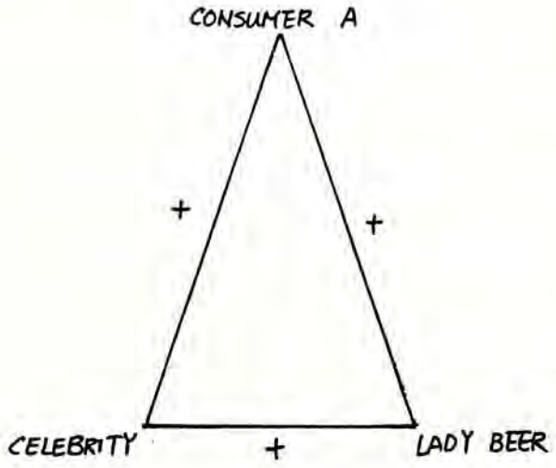
[46]Ibid

[47]William L. Wilkie, Consumer Behavior, John Wiley & Sons, 1986, p.455.

[48]Ibid

represent consistent relations in which there is little tension and thus no particular tendency to change the current attitudes. In unbalanced triads, some psychic tension is present, and there will be likelihood of at least some changes in attitudes. Consumers will either shift their perceptions of one of the relationships to bring the triad into balance or lower their involvement level with the product or issue so that the psychic tension is easier to handle.

Based on the Balanced Theory, the use of celebrities will help to elicit favorable attitudes toward Lady Beer.



In order to have a balanced triad, it is very likely that consumer A will have a favorable attitude toward the product given her positive attitude toward the celebrity who gives high recommendations for the product.

Maggie Cheung (張曼玉), Michelle Reis (李嘉欣) and Olivia Cheng (鄭文雅) are chosen as celebrities. All of them are movie stars and Miss Hong Kongs. They have healthy images among Hong Kong people. With their popularity, people's identification with them will be high.

Message

The main message is to show the product utility of Lady Beer as already mentioned, i.e., a product with extremely low alcoholic content and leaves no bad after taste/bad breath after use. Occasions for consumption include: at home for relaxation, while dining out, during happy hour, picnicking, or even in the office. These are chosen based upon the research finding that respondents with high consumption intentions have significantly higher scores for the attribute "social occasions" than those with low consumption intentions. In other words, those with high intentions find beer especially suitable for social occasions. Therefore, the above mentioned occasions for beer consumption will be stressed.

The advertisement will also appeal to the concept of familism, which is an essential concept characterizing Chinese culture. The importance of familism[49] can be seen in the five fundamental human relations included in Confucian teaching, three of which are related to family relations: parent and child, husband and wife, and brother and sister. As a result of this, family members, usually extended family members, have the most influence on an individual's behavior.

Under this strategy, the celebrities are to show how Lady Beer can help them to overcome the problem encountered when their friends/boyfriends ask them to drink beer together (in fact, a number of the respondents in focus groups one to four encountered such a problem). Since the new product contains only 0.5% alcohol,

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[49]Chung-fang Yang, Suk-ching Ho, Hon-ming Yau, Hong Kong Marketing Management at the Cross Roads --- A Case Approach, Communication Press (HK) Ltd., 1989, p.317.

drinkers will not be considered alcoholics. Besides, they are free from the worries of having bad after taste/bad breath after use. With the new product, they can become member of the "in group" during happy hours, or while dining out. Besides, with the low alcoholic content, beer is now a new beverage choice for them regardless of whether they are at work or relaxing at home.

The celebrities will also show that the new product can help their mothers to overcome the same problem when their fathers want to have someone with whom to drink beer.

The ad is then to end with the celebrities being doubtful about whether Lady Beer should be regarded only as a beer. This is done by emphasizing once again the significant product improvements mentioned earlier, making Lady Beer drastically different from traditional beers. This proposition is included to reveal the inadequacies of existing attitudes toward traditional beer to evaluate this new product, resulting in changes in the knowledge attitudes.

Media

Building block method in media planning is used, with most emphasis being placed on TV. Another important channel will be point-of-purchase displays in supermarkets. This is because for products with short purchase cycles like beer, new information or merely price discounts can already intervene in the attitude-behavior relation mentioned earlier. Thus, POP displays must be used to reinforce the attitude-behavior relationship.

Topics for Future Research

Since this research was directed at identifying factors that affect beer consumption intentions of females, limited information regarding the referents' opinions has been collected. The recommended change strategies are thus based only on the limited information available. It is suggested that another research, directed at revealing the reasons why the referents disapprove of females drinking beer, should be conducted so that a more comprehensive marketing plan can be drawn up.

Besides, it was found in this research that demographic characteristics cannot be used to distinguish respondents with favorable vs. unfavorable attitudes, beer triers vs. non-triers, and beer drinkers vs. non-drinkers. It is thus recommended that future research should try to use psychographic segmentation.

APPENDIX 1

FOCUS GROUP DISCUSSION GUIDE

Good evening. My name is Amy Tang, and I am an MBA student of the Chinese University of Hong Kong. I am conducting a research on the attitudes of females toward drinking beer, and targets of my research are females, aged 18-40.

Thank you for agreeing to participate in this pretest discussion. During the past few years, the focus group has become very popular and cost efficient means of initiating research investigations. This type of research is considered a qualitative technique because of the small number of individuals involved. This procedure was developed to balance the large scale quantitative study, which provides lots of numbers but little understanding as to what is actually happening.

You have been invited to join in this brainstorming session to provide inputs for the development of a questionnaire to be used in the next stage of my research.

Our discussion will be tape-recorded. But the tapes are only to be used internally, and not for promotional purposes. So please do not hesitate to give your opinions; I appreciate any and all inputs from you. Personally, I have little knowledge in beer, and my role as moderator is simply to guide the discussion. You are responsible for generating ideas.

Before we begin the session, I would like to take a few minutes for introductions. Please state your name and briefly introduce yourself to the group so that we can get familiar with each other.

FOCUS GROUP DISCUSSION GUIDE

(for non-beer drinkers)

I. INTRODUCTION

- Explain about market research and how it helps consumers
- Explain roles of moderator and respondents
- Explain about video recording
- Encourage rapport

II. WARM UP

- Types of beverages usually have

  Probe: soft drinks
  tea/ Coffee
  mineral/ distilled water
  fruit juice
  milk
  Pocari
  beer
  other alcoholic drinks

- Reasons for taking that kind of beverage

  Probe: occasions
  - chinese banquet/ other gatherings
  - eat out
  - at home
  - happy hour
  - after sports

  thirst quenching
  antipyretic purposes
  a matter of habit

III. BEER DRINKING BEHAVIOR

- Frequency of drinking beer

  Probe: ever tried before/ occasionally

- Consumption volume each time
- Reasons for the low consumption volume/ frequency

  (Write down the reasons before voicing out own opinion: See p.107)

  Probe: color
  price
  taste
  effect on own image
  convenience
  packaging design
  variety (i.e., more choice for other kinds of beverage)
  quality
  peer group influence

IV. IDEAL BRAND POSITION

- Qualities to be found in an ideal beer brand

  Probe: use the same criteria listed above

- Likely to buy or not if offered the ideal brand

FOCUS GROUP DISCUSSION GUIDE
(for beer drinkers)

The discussion guide for the group of beer drinkers is the same as that for non-beer drinkers except for section 3.

III. BEER DRINKING BEHAVIOR

- Frequency of drinking beer
- Consumption volume each time
- Criteria used in brand selection

(Write down the criteria before voicing out own opinion: See p.108)

Probe: color
price
taste
effect on own image
convenience
packaging design
quality
peer group influence

- Beer brand usually consumed

Probe: San Miguel
Carlsberg
Lowenbrau
Tsing Tao

- Reasons for choosing the brand(s) mentioned above

Probe: use the same criteria mentioned above

Please write down the reasons why you do not drink/ drink so little beer.
(Write each reason on a separate line and leave some space between each reason.)

Please write down the criteria that you use in selecting a beer brand.
(Write down each item on a separate line and leave some space between each point.)

APPENDIX 2

FOCUS GROUP RESULTS

TABLE A1

TYPES OF BEVERAGES USUALLY TAKEN

Types of beverages	Number of mentions Gp1	Gp2	Gp3	Gp4	Gp5	Total number of mentions
Raw water	6	7	6	9	12	40
Chinese tea	5	3	6	9	3	26
Soft drink	5	3	4	3	2	17
Tea/coffee	3	4	3	7	-	17
Fruit juice	3	4	3	3	2	15
Milk	2	2	3	1	1	9
Distilled/mineral water	1	1	-	7	-	9
Beer	-	-	1	-	4	5
Other alcoholic drinks	1	1	-	1	-	3
Vitasoy	-	1	-	-	-	1
Hot chocolate	-	1	-	-	-	1

TABLE A2

BEVERAGES TAKEN FOR DIFFERENT OCCASIONS

Occasion	Beverages taken				
	Gp1	Gp2	Gp3	Gp4	Gp5
Home	Water Tea Fruit juice Milk	Water Coffee Tea with milk Hot chocolate Vitasoy Water with honey Soft drink	Water Chinese tea Milk Soft drink	Chinese tea Water Beer	Water Fruit juice
Eat out	Chinese tea Soft drink Tea Fruit juice Red/white wine	Chinese tea Fruit juice Soft drink Tea/coffee Beer	Soft drink Chinese tea	Soft drink Tea Mineral water	Alcoholic drinks Draught beer
Happy hour/ Gatherings	Cocktail Fruit punch Gin Lime Soda	Fruit punch Wine cooler Mint wine	Gin-seven Jet Cocktail *a	Brandy *a	Brandy Beer
After sports	Raw water Pocari	Mineral water Pocari Raw water Coffee	Raw water Mineral water *b	Soft drink Raw water *b	Raw water Soft drink

*a Participants of these two groups seldom go to happy hour.

*b Participants of these two groups seldom participant in sports.

Reasons for not drinking beer

Group one

(1) Do not like the bitter taste of beer.

(2) Drinking too much beer is harmful to health.

(3) Too much beer is fattening because it is a high-calorie drink.

(4) Drinking beer can make me feel drowsy or sleepy.

(5) Prefer to drink Chinese herbal tea for antipyretic purposes.

(6) High alcoholic content can make me drunk.

(7) Parents' discouragement.

(8) Drinking beer does not give me a good image.

(9) Drinking beer will give me a big stomach.

(10) Social group influence, i.e., few of my friends, especially girls, drink beer.

(11) Cultural influence, i.e., Chinese girls do not drink beer.

(12) Not used to drinking beer.

(13) Drinking beer is not stylish, unlike drinking brandy.

(14) Drinking beer is not a good habit.

(15) Not many occasions for drinking beer because seldom have night life such as going to disco and lounges.

(16) Beer bloats the stomach, therefore limiting consumption volume.

(17) May misbehave after drinking too much beer.

Group two

(1) Beer does not taste good. It is bitter.

(2) Beer is not suitable for students.

(3) Seldom go to gatherings.

(4) Beer is not available at home.

(5) Peer influence, i.e., friends seldom drink beer.

(6) Beer is for adults.

(7) Drinking beer is a not a good method for releasing boredom or ventilation of feelings.

(8) I can easily get drunk.

(9) Skin problems, i.e., alcohol does not do good to sensitive skins.

(10) Drinking beer will make me sleepy.

(11) Beer is not good for health.

(12) Parents' discouragement.

(13) Beer is not available in schools.

(14) Beer is for men.

(15) Only drink beer during gatherings.

(16) Price of beer is higher than that of soft drink.

(17) Beer is not thirst-quenching.

(18) Drinking beer will bring me a swollen face.

(19) Beer leaves bad after taste.

(20) Few occasions for drinking beer.

(21) Prefer cocktail or wine over beer.

(22) Drinking beer is not good for image.

(23) Drinking too much beer will bring headache.

(24) Drinking beer can bring big stomach.

(25) May misbehave after drinking too much beer.

Group three

(1) Beer is bitter.

(2) Drinking beer can make me drunk.

(3) Drinking beer will bring swollen face.

(4) Do not want to be addicted to beer.

(5) Too much beer is not good for health.

(6) Beer causes unnecessary expenses.

(7) Family's discouragement.

(8) May misbehave after drinking too much beer.

(9) Beer is not good for health.

(10) Beer is for special occasions.

(11) Beer is fattening.

(12) Beer is not good for antipyretic purposes.

(13) Drinking beer can make me feel drowsy.

(14) Drinking beer will give me a bad image.

(15) Friends seldom drink beer.

(16) Cannot finish the whole can of beer.

(17) Husband's discouragement.

(18) Beer leaves bad after taste.

Group four

(1) Do not like the taste of beer because it is bitter.

(2) Girls should not drink beer.

(3) Drinking beer will bring swollen face.

(4) Feel bloated after drinking beer.

(5) Beer is not good for health.

(6) A waste of money.

(7) Alcoholic content.

(8) Drinking beer will make me feel drowsy or sleepy.

(9) Drinking beer will damage the image of being a good mother.

(10) Misbehave after drinking beer.

(11) Beer is fattening.

(12) Drinking beer will bring big stomach.

(13) Beer is for men.

(14) Drinking beer leaves a bad after taste.

APPENDIX 3

QUESTIONNAIRE

ATTITUDES OF FEMALES TOWARD DRINKING BEER

Job no.:

Tel no.: Date of interview:

Time started: Time finished:

Interviewer:

Good evening. I am a student of the Chinese University of Hong Kong. I am doing a research project concerning the Hong Kong beer market and would be very grateful if you could spend ten minutes answering some simple questions.

Could you tell me if there are any females aged 18 to 40 in this household? Who are they?

RECORD BELOW IN THE ORDER LISTED BY THE RESPONDENT. SELECT PERSON BASED ON THE CODE GIVEN BELOW.

_____

_____

_____

_____

_____

_____

_____

_____

_____

Code:

IF PERSON IS NOT AVAILABLE, MAKE APPOINTMENT TO CALL BACK.

MAIN QUESTIONNAIRE

1. Have you ever tried beer? (i.e., at least 1/2 a glass)

☐ Yes (Continue)

☐ No (Go to Q.4)

2. On average, how many cans of beer do you consume each week? (If the respondent does not drink beer, go to Q.4.)

_____

3. On average, how many can(s) do you consume each time?

_____

4. The following questions deal with your opinions regarding general beer consumption behavior.

DRINKING BEER WILL		Belief*			Evaluation		
		V.L.	V.U.	D.K.	Gd	Bad	D.K.
(4a)	be good for your health	☐	☐	☐	☐	☐	☐
(4b)	make you sleepy / feel drowsy	☐	☐	☐	☐	☐	☐
(4c)	leave a bad after taste	☐	☐	☐	☐	☐	☐
(4d)	make you fat	☐	☐	☐	☐	☐	☐
(4e)	give you a good image	☐	☐	☐	☐	☐	☐
(4f)	be for social occasions	☐	☐	☐	☐	☐	☐
(4g)	not be enjoyable because of its bitter taste	☐	☐	☐	☐	☐	☐

[* V.L.: Very likely; V.U.: Very unlikely; D.K.: Don't know; Gd: Good]

Wording of questions:

Will drinking beer be good for your health?
(If the answer is yes, ask: Is it very likely or quite likely?
If the answer is no, ask: Is it very unlikely or quite unlikely?)

Do you think that drinking something that is good for your health is good or bad?
(If the answer is good, ask: Is it very good or quite good?
If the answer is bad, ask: Is it very bad or quite bad?)

5. How probable will you drink one can of beer or more each week during the next 3 months? (0% is no chance; 100% is absolutely certain) _____%

6. At present, there are a number of beer brands available in the market and they differ from each other with respect to price, packaging, etc. Now, I want you to think of a beer which is ideal to you. This ideal beer may or may not currently exist in the market. Here are some of the questions regarding your ideal beer in mind.

IN YOUR OPINION, DRINKING THE IDEAL BEER SHOULD

		Belief		
		SH.	SH. NOT	D.K.
(6a)	be good for your health	———	———	—
(6b)	make you sleepy / feel drowsy	———	———	—
(6c)	leave a bad after taste	———	———	—
(6d)	make you fat	———	———	—
(6e)	give you a good image	———	———	—
(6f)	be for social occasions	———	———	—
(6g)	not be enjoyable because of its bitter taste	———	———	—

Wording of questions

Should drinking the ideal beer be good for your health?
(If the answer is yes, ask: Is it definitely should or quite should?
If the answer is no, ask: Is it definitely should not or quite should not?)

7. If such an ideal beer were to be available, how probable will you drink one can a week or more? (0% is no chance; 100% is absolutely certain)
_____%

8. The following questions relate to the influence of others on your beer consumption behavior.

Are you married? ☐ Yes (Go to Q.4a)
☐ No (Go to Q.4b)

		SH.	SH. NOT	D.K.	WANT	NOT WANT
(8a)	Spouse	_____	_		_____	
(8b)	Family members (other than spouse)	_____	_		_____	
(8c)	Friends	_____	_		_____	

Wording of questions:

Your spouse thinks that you should or should not drink beer.
(If the answer is should, ask: He is very supportive or moderately supportive.
If the answer is should not: He is very against it or moderately against it.)

Usually, do you want to comply with what he thinks?
(If the answer is yes, ask: You absolutely want to comply or just moderately want to comply with his opinion.
If the answer is no, ask: You absolutely do not want to comply or just moderately do not want to comply with his opinion.)

The following information is for classification purposes.

MARITAL STATUS (Are you single?)

- ☐ Married
- ☐ Single
- ☐ Divorced/Separated

EDUCATION LEVEL (Your education level is:)

- ☐ No schooling/kindergarten
- ☐ Primary
- ☐ Lower secondary
- ☐ Upper secondary
- ☐ Matriculated
- ☐ University/College

OCCUPATION (Do you work? Full time or part time? White or blue collar?
Are you a homemaker?
Are you a student?
Are you a job-seeker?)

☐ Full time ☐ Part time

☐ White collar

☐ Blue collar

☐ Homemaker

☐ Student

☐ Unemployed

BIRTHPLACE (Where were you born?) _____

AGE _____

If the respondent refuses to give her exact age, find out which age category she belongs to:

☐ 18 - 22

☐ 23 - 26

☐ 27 - 30

☐ 31 - 35

☐ 36 - 40

Please leave me with your name for future questionnaire validation.

NAME OF RESPONDENT _____

APPENDIX 4

RESULTS OF THE QUESTIONNAIRE SURVEY

TABLE A3

MARITAL STATUS

Marital Status	Frequency	%
Married	215	61.3
Single	136	38.7
Total	351	100.0

TABLE A4

EDUCATION LEVEL

Education level	Frequency	%
No formal education/ kindergarten	15	4.3
Primary	69	19.7
Lower Secondary	48	13.7
Upper Secondary	143	40.9
Matriculated	28	8.0
University/College	47	13.4
Total	351	100.0

TABLE A5

OCCUPATION

Occupation	Frequency	%
White collar	113	32.2
Blue collar	57	16.2
Homemakers	110	31.3
Students	32	9.1
Unemployed	6	1.7
Other	33	9.4
Total	351	100.0

TABLE A6

BIRTH PLACE

Place of birth	Frequency	%
Hong Kong	271	77.2
PRC	59	16.8
Others	12	3.4
Total	351	100.0

TABLE A7

AGE

Age	Frequency	%
18-22	59	16.8
23-26	84	23.9
27-30	68	19.4
31-35	69	19.7
36-40	71	20.2
Total	351	100.0

APPENDIX 5

MARKET POSITIONING OF BEER BRANDS

Product and price are the two most observable and measurable dimensions on which the new product can position itself. "Product" refers to the alcoholic content of the beer while "price" refers to the unit price, i.e., price/ml. A review of the market positions of beers currently available in Hong Kong is necessary before deciding on the positioning strategy to be taken by Lady Beer.

TABLE A8

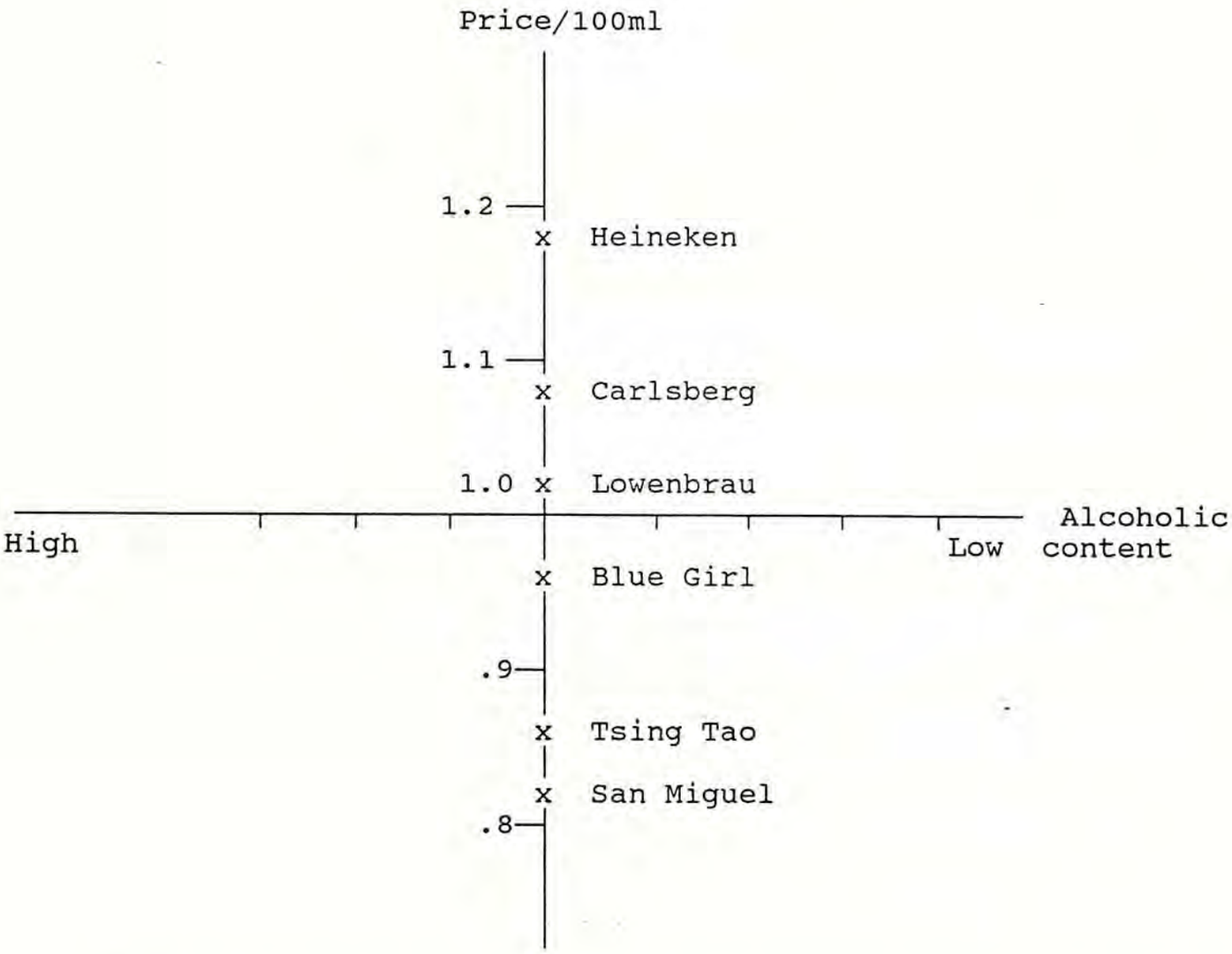
ALCOHOLIC CONTENT & PRICE/100 ML

of 16 BEER BRANDS

Brands	Market Share (%)	Country of origin	Price/ can (HK$)	Vol/ can (ml)	Price/ 100 ml (HK$)	Alcoholic Content (%)
San Miguel	67	Hong Kong	2.9	354	.819	N.A.
Carlsberg	16	Hong Kong	3.8	355	1.070	N.A.
Tsing Tao	5	Tsing Tao	3.4	355	.958	N.A.
Blue Girl	2-3	N.A.	3.0	355	.845	N.A.
Lowenbrau	2	Hong Kong	3.6	355	1.014	N.A.
Heineken	1.5	Singapore	3.9	330	1.182	5
Budweiser	0-1	Missouri	3.8	355	1.070	N.A.
Changlee	0-1	Guangdong	2.5	355	.704	N.A.
Dab	0-1	Dirtmund	3.6	333	1.081	5
Foster	0-1	Melbourne	3.4	355	.958	4.9
Kirin	0-1	Tokyo	3.3	350	.943	N.A.
Old Milwaukee	0-1	Minnesota	2.7	355	.761	N.A.
Pabst	0-1	Milwaukee	3.7	355	1.042	N.A.
Sapporo	0-1	Japan	3.2	350	.914	4.5
Schlitz	0-1	Minnesota	2.7	355	.761	N.A.
Steinlager	0-1	Auckland	3.9	355	1.099	5

*N.A.: Not available
Source: South China Morning Post

Even though information on the alcoholic content of the beer brands is not available, it is estimated that the figure should be around 5% for each brand, according to industry sources.



There are obvious market niches in the following segments: beer with high price, low alcoholic content, beer with high price, high alcoholic content, beer with low price, low alcoholic content, and beer with low price, high alcoholic content.

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